JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 1, 1964

KITCHENS OF SARA LEE PURCHASES SPONSORSHIP
IN 6 NBC-TV PRIME-TIME PROGRAMS FOR 1964-65

Kitchens of Sara Lee, a division of Consolidated Foods Corp., has purchased sponsorship in six NBC-TV prime-time programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Andy Williams Show," "The Jonathan Winters Show," "The Man from U.N.C.L.E.," "The Virginian," "Wednesday Night at the Movies" and "The Jack Paar Program."

The order was placed through Foote, Cone & Belding Inc.

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September 1, 1964

LORILLARD BUYS INTO SIX NBC-TV
PROGRAMS IN UPCOMING SEASON

P. Lorillard Co. has purchased sponsorship in six NBC-TV programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Man from U.N.C.L.E.," "The Virginian," "International Showtime," "Kentucky Jones," the "Post-Election Wrap-Up" and "NBC Sports Special."

The P. Lorillard Co. order was placed through Grey Adv. Agency Inc.

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NBC
TOKYO 1964
NBC SPORTS, A DEPARTMENT OF NBC NEWS

September 1, 1964

'OLYMPIC PREVIEW,' FULL-HOUR NBC COLOR SPECIAL,
TO FEATURE GAMES AND STARS--PAST AND PRESENT

Olympics and Olympians past and present will be featured in "Olympic Preview," a one-hour color special on the NBC-TV Network Monday, Sept. 28 (10-11 p.m. EDT).

One of the stars of the 1960 Olympics, decathlon champion Rafer Johnson, will join with Bud Palmer, Jim Simpson and Bill Henry as commentators for the show. The four also form the broadcasting team for NBC-TV's two-week coverage of the 1964 Summer Olympic Games in Tokyo starting Saturday, Oct. 10. NBC-TV plans to cover the opening ceremonies live via the new Syncom III satellite (1 to 3 a.m. EDT; 2 p.m. Japanese time that same day), and will present exclusive taped telecasts of Olympic events each evening while the Games are in progress, with 19 telecasts totaling 14½ hours.

Sponsoring the "Preview" special and NBC-TV's coverage of the Olympic Games will be P. Lorillard Company (through Lennen & Newell Inc.), Joseph Schlitz Brewing Company (through Leo Burnett Company Inc.), Texaco Inc. (through Benton & Bowles Inc.) and Autolite Division of Ford Motor Company (through Batten, Barton, Durstine & Osborn Inc.).

Motion picture film of the 1900 Games in Paris -- the II Olympiad -- will be shown during the historical segment of "Olympic

(more)

Preview." The 64-year-old film was discovered in the National Archives in Washington, D. C., by Dick Auerbach, associate producer of NBC-TV's Olympic coverage.

Former Olympic champions to be seen in film clips include Paavo Nurmi, Johnny Weissmuller, Buster Crabbe, Babe Didrikson and Jesse Owens. Film and still pictures will review the origin of the Ancient Olympic Games in Greece and the modern-era revival by French Baron Pierre de Coubertin, leading to the first Olympic Games of the present cycle at Athens in 1896.

Other highlights of "Olympic Preview" will include:

The closing ceremonies of the 1960 Games in Rome, with Avery Brundage, President of the International Olympic Committee, calling upon athletes of all countries to assemble at Tokyo for the 1964 Games;

Japan's preparations for staging the Olympics with construction of stadiums, pools, living quarters, highways and other facilities;

A report from Olympic Village by John Rich, NBC News correspondent in Tokyo;

Rafer Johnson reflecting on what it's like to compete in the Olympics;

Film clips of some of the outstanding contestants expected to compete this year, including C. K. Yang of Nationalist China, the favorite in the decathlon and 1960 runner-up to Johnson; Abebe Bikila of Ethiopia, defending champion in the marathon, who ran the 26 miles in bare feet four years ago; Peter Snell of New Zealand, 800-meter

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champion in 1960; Valery Brumel of Russia, world record-holder in the high jump, and swimmer Donna de Varona, the baby of the U. S. Olympic team in 1960 when she was 13 years old;

The lighting of the Olympic torch at Olympia in Greece;

A roundtable discussion by the four commentators of new. events in the 1964 Games, the records most likely to be broken and the overall schedule from Oct. 10 to 24.

"Olympic Preview" will be produced by Jim Kitchell, who also is producer of NBC-TV's two-week Olympic Games coverage. Dick Auerbach is associate producer, Ray Lockhart is the director, Al Helias the film editor and Roy Silver, Dennis Dalton and Tom Tomizawa the writers. Jacques Belasco will compose and conduct original music for the color special.

NBC-TV PROGRAM HIGHLIGHT SEPT. 28

OLYMPIC PREVIEW -- NBC-TV Olympic commentators Bud Palmer, Jim Simpson, Bill Henry and Rafer Johnson look ahead to next month's Olympic Games in Tokyo, and present film of past Olympics and Olympians. (Color.)

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NBC-New York, 9/1/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

September 1, 1964

LINDSEY NELSON AND TERRY BRENNAN TO HANDLE
THE PLAY-BY-PLAY COMMENTARY FOR NBC-NCAA
NATIONAL FOOTBALL TELECASTS OF THE WEEK

Lindsey Nelson and Terry Brennan will handle the play-by-play commentary for NBC-NCAA national football telecasts of the week, Carl Lindemann Jr., Vice President, NBC Sports, announced today.

Nelson's football broadcasting career began back in 1941 while he was an undergraduate at the University of Tennessee. He joined NBC in 1952 as assistant sports director, and since then has been broadcasting both college and professional football as well as other sporting events. He was voted the nation's outstanding sportscaster four years running by the National Sportscasters and Sportswriters Association Awards Committee, and was selected as Sportscaster of the Year in the All-American Awards Poll conducted by Radio-Television Daily.

Terry Brennan played halfback on three undefeated Notre Dame teams -- in 1946, 1947, and 1948 (the first two of them national champions) -- and led the team in scoring in 1946 and 1947. In 1953 he returned to Notre Dame as freshman coach and the following year was named head coach, a post he held for five years. This will be his third season of teaming with Lindsey Nelson, and their comprehensive knowledge of football played a role in a major rule change last year, establishing

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the eligibility of the quarterback as a pass receiver, first back to handle the ball on most plays in modern-day football.

NBC-TV's national grid coverage starts Saturday, Sept. 12. The five regional dates, all Saturdays, are Sept. 19, Oct. 3, Oct. 24, Oct. 31, and Nov. 21. The combined national-regional schedule provides football fans in the entire country with an outstanding football telecast on 13 consecutive Saturdays and Thanksgiving Day.

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NBC-New York, 9/1/64

NBC TELEVISION NETWORK NEWS
September 1, 1964

PREMIERE

ENTER: 'THE ROGUES'

OBJECT: SEPARATING MAN FROM FORTUNE AND GIRL.

David Niven and Gig Young Star in Premiere
With Miami and Riviera Setting

David Niven and Gig Young will star in "The Personal Touch," the premiere episode of "The Rogues" on NBC-TV Sunday, Sept. 13 (10 to 11 p.m. NYT). Robert Coote and Gladys Cooper will co-star; Walter Matthau, Dina Merrill, Alfred Ryder and John Dehner will be guest stars.

The new weekly full-hour comedy-adventure series deals with a family of charming crooks who flourish by their wit, imagination and breeding. Niven, Young and Charles Boyer will alternate in weekly episodes and, when not starring, will appear in cameo roles. Coote and Miss Cooper will be virtual every-week performers.

In the initial episode, which opens in Miami, Niven and Coote con an American swindler (Dehner) out of $25,000. This serves them as operating capital for the main caper that takes place on the Riviera. There they pose as tourists with the object of separating a greedy shipowner (Matthau) from his fortune. They also separate him from the girl he plans to marry (Miss Merrill).

Ivan Goff and Ben Roberts wrote "The Personal Touch." Hy Averback directed.

NBC-TV PROGRAM HIGHLIGHT SEPT. 13

THE ROGUES -- David Niven and Gig Young star in "The Personal Touch," a Riviera adventure in which the Rogues attempt to separate a greedy shipowner from his fortune. (Premiere.)

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September 1, 1964

"PRIVATE SCREENING--AN INFORMAL LOOK AT NBC'S GREAT NEW SEASON"

Richard Chamberlain, Bob Hope, Jack Benny, Danny Thomas, Jack Paar and Andy Williams are among the performers in a special NBC-TV color program. Newsmen Chet Huntley, David Brinkley, Frank McGee and the corps of NBC foreign correspondents will also appear. But this super-spectacular special color program will not be seen in the nation's homes.

This largest gathering of television talent ever assembled for a special program will be appearing in "Private Screening -- an Informal Look at NBC's Great New Season," a 75-minute closed circuit preview of the new NBC Television season, which will be transmitted to NBC affiliated stations across the country Wednesday, Sept. 9 (4:45 to 6 p.m. EDT).

For Jack Benny, his appearance on the special will mark his first performance since his return to NBC. Benny and Richard Chamberlain will act as co-hosts for the program, which will blueprint the entire NBC-TV nighttime entertainment schedule for the 1964-65 season. One of the special segments of the program will describe forthcoming NBC News programs, along with highlights in the impressive new NBC sports schedule.

The concluding segment of the program will be an outline of the unprecedented advertising, press and promotional support which the network has planned for the Fall premieres.

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The NBC affiliates will play host to members of the press, advertisers, and community leaders who will view the special program in station studios.

The program was produced by the NBC Advertising Department. Gerald E. Rowe, Director of Advertising, is producer. Special material for Jack Benny, Richard Chamberlain and Danny Thomas has been written by Philip Minoff, Editorial Director. Graphics for the production were designed by Al Sherman of the Advertising Art Department, under the supervision of John Graham, Creative Director.

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NBC-New York, 9/1/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 1, 1964

PANELISTS ARE NAMED FOR 'MEET THE PRESS' INTERVIEW
WITH ROBERT H. WELCH JR., JOHN BIRCH SOCIETY HEAD

Panelists for "Meet the Press" Sunday, Sept. 6 will be NBC News correspondent Frank McGee, Rowland Evans of the New York Herald Tribune, Holmes Alexander of the McNaught Syndicate, and Lawrence E. Spivak, producer and permanent panelist of the program. Edwin Newman of NBC News will be the moderator.

As announced, the guest will be Robert H. Welch Jr., founder and president of the John Birch Society. The program will be colorcast live from New York on the NBC-TV Network at 6 p.m. EDT and broadcast on the NBC Radio Network at 6:30 p.m. EDT.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020

MEET 'THE ROGUES'

"The Rogues," NBC-TV's new comedy-melodrama about a family of jet-set jewel thieves and con men who are masters at separating the pompous rich from their ill-gotten gains, will be a regular feature on the network beginning Sunday, Sept. 13 (10-11 p.m. NYT).

Gig Young, Charles Boyer and David Niven star as the quick-witted, high-living swindlers whose credo --"Honor Before Honesty"-- usually causes them to donate their loot to some deserving party -- after expenses, of course.

Played against a backdrop of Riviera beaches, palatial villas, beautiful women and the green felt gaming tables of Monte Carlo and other oases where the fabulously rich gather to play, "The Rogues" presents a weekly excursion into sophisticated comedy and a look at life as lived by "the other half."

Young, Boyer and Niven portray members of a cultured and refined family whose tree fairly bends under the weight of descendants who left a heritage of success as notorious but loved ne'er-do-wells. Young, as Tony Fleming, represents the American branch and lives in New York. Boyer portrays Marcel St. Clair of the Paris "office," and Niven, as Alec Fleming, heads the English branch. Although in semi-retirement at Montego Bay in the Caribbean, Alec still ventures out for very special "deals."

The three will alternate in weekly episodes of the series and, when not starring, will appear in cameo roles.

Each, regardless of where the "game" takes him, will be ably assisted by Timmy St. Clair (Robert Coote), cousin to all three. A firm advocate of the Honor Before Honesty credo and a

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master of disguise, Timmy -- whether as a French gendarme, Swiss diplomat or Interpol inspector -- is always around as a backstop.

Aunt Margaret (Gladys Cooper), the grand dame of the group and Timmy's "Mum," resides in a plush town house almost in the shadow of Buckingham Palace. The home serves as sort of a command headquarters where plans are formulated and Aunt Meg mothers her brood with tea and watercress sandwiches. Occasionally she participates in a caper -- just to keep her hand in or to help the boys.

The other member of the clan is four-footed. He is Pertwee, a 100-pound English bulldog who loves his larcenous masters as only a bulldog can.

Other than Pertwee, only one member of the cast, Gig Young, is American born. As their swindling schemes are international, so is the cast. Boyer was born in France, Robert Coote and Gladys Cooper in England and Niven is a native of Scotland.

Gig Young's career began at the Pasadena Playhouse where he was spotted by Warner Brothers and signed to a contract. He has since garnered two Academy Award nominations for Best Supporting Actor" ("Come Fill the Cup" and "Teacher's Pet") and has twice won the Laurel Award presented by the Motion Picture Exhibitors and Theatre Owners of America for his supporting performances in "Tunnel of Love" and "That Touch of Mink."

Charles Boyer, one of Hollywood's all-time greats, has starred in dozens of films including "All This and Heaven Too," "Back Street," "Gaslight" and "Hold Back the Dawn." He is one of the founders -- with Niven -- of Four Star Productions, producers of "The Rogues" and many other TV series.

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David Niven has long been a box office favorite and has starred in 82 pictures including "The Moon Is Blue," "Wuthering Heights," "Please Don't Eat the Daisies" and "Around the World in Eighty Days." In 1958 he won an Academy Award and the New York Film Critics Award as Best Actor for his performance in "Separate Tables."

Robert Coote, star of stage and screen in several countries, is probably best known to American audiences for his performances as Colonel Pickering in "My Fair Lady" and King Pellinore in "Camelot" -- both on Broadway.

Gladys Cooper has distinguished herself in both America and Europe during a career that spans more than half a century. She has won two Academy Award nominations, one in 1942 for "Now Voyager" and the next year for "Song of Bernadette." Other films in which she has appeared include "Green Dolphin Street," "Madame Bovary" and "Kitty Foyle."

Collier Young will produce the series. He previously produced "The Joseph Cotten Show -- On Trial" for NBC-TV and has been an executive in television and motion pictures for many years.

Hy Averback, who last year produced and directed the "Ensign O'Toole" series for the network, will direct many of the episodes. Other directors will be signed in the future.

Ivan Goff and Ben Roberts will be head writers. They have worked as a writing team for 20 years and have turned out such top feature films as "White Heat," "Come Fill the Cup," "Captain Horatio Hornblower," "Goodbye My Fancy" and "King of the Khyber Rifles."

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More than 15 additional scripters have been signed to provide stories. Among them are Marion Hargrove ("See Here, Private Hargrove"); Robert Buckner ("Rogue's Regiment," "Yankee Doodle Dandy," "Desert Song"); Charles Hoffman ("The West Point Story," "Cinderella Jones," "Second Greatest Sex") and Warren Duff ("Make Haste to Live," "Last Command," "Marine Raiders," "Step Lively.")

Tom McDermott, president of Four Star Productions, will serve as executive producer.

Sponsors for the series are: American Tobacco Company (Sullivan, Stauffer, Colwell and Bayles, and Batten, Barton, Durstine and Osborn); National Biscuit Company (McCann-Erickson) and Miles Laboratories (Wade Advertising).

-----o----- NBC-New York, 9/1/64

CREDITS FOR 'THE ROGUES' ON NBC-TV

Title:	"The Rogues"
Premiere Date:	Sunday, Sept. 13
Time:	NBC-TV, Sundays, 10-11 p.m. NYT.
Format:	Hour comedy-melodrama covering the antics of a family of international confidence men who value the game more than the gain.
Starring:	Gig Young, Charles Boyer, David Niven
Featuring:	Robert Coote, Gladys Cooper
Executive producer:	Tom McDermott
Producer:	Collier Young
Associate producer:	Bruce Fowler
Directors:	Hy Averback, Robert Miller & others
Head writers:	Ivan Goff and Ben Roberts
Production supervisor:	Norman Powell
Unit production manager:	Barry Crane
Art director:	Gibson Holley
Cameraman:	George Diskant
Sound mixer:	Woodruff Clark
Editor:	Des Marquette
Casting:	Robert Walker
Costumer:	Jack Muhs
Set decorator:	John Burton
Propman:	Matt McCullen
Makeup:	Carlie Taylor
Sponsors (and agencies):	American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles and Batten, Barton, Durstine & Osborn); National Biscuit Co. (McCann-Erickson); Miles Laboratories (Wade Advertising).
Origination:	Four Star Productions, Studio City, Calif.
NBC Press Representatives:	Doug Gordon (Hollywood); Arthur Oppenheim (New York).

-----o----- NBC-New York, 9/1/64

CREDITS FOR "THE ROOKIES" ON NBC-TV

:	"The Rookies"
ere Date:	Sunday, Sept. 11
	NBC-TV, Sundays, 10-11 p.m. EST.
t:	Four comedy-adventures covering the exploits of a squad of inexperienced policemen who are [illegible] the same more than the pain.
ing:	Gig Young, Georgia Boyer, David Niven
ring:	Robert Conrad, Diana Cooper
tive producer:	Tom McDermott
cer:	Collier Young
iate producer:	Bruce Geller
tors:	Ed Asner, Robert Miller & others
writers:	Ivan Goff and Ben Roberts
ction visor:	Norman Powell
production or:	Barry Moore
irector:	Gordon Hollingshead
man:	George Diskant
mixer:	Woodruff Clark
r:	Don Marquette
ng:	Robert Walker
mer:	Jack Hoxie
ecorator:	John Lawton
an:	Matt McCullen
n:	Carlie Taylor
ors (and les):	[illegible]
ation:	[illegible]

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 2, 1964

PILLSBURY BUYS INTO FOUR NBC-TV
PRIME-TIME PROGRAMS FOR 1964-65

The Pillsbury Company has purchased sponsorship in four NBC-TV prime-time programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "90 Bristol Court," "The Virginian," "International Showtime" and "Wednesday Night at the Movies."

The Pillsbury order was placed through Campbell-Mithun Inc.

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NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 2, 1964

'QUEBEC--OUI; OTTAWA--NON' WILL BE AN NBC NEWS
FULL-HOUR COLOR SPECIAL ON GROWING HOSTILITY
BETWEEN FRENCH AND BRITISH CANADIANS

"Quebec--Oui; Ottawa--Non," a special NBC-TV Network colorcast on Sunday, Sept. 27, 4:30-5:30 p.m. EDT, has been announced by William R. McAndrew, Executive Vice President in charge of NBC News. The hour will reflect the increasingly nationalistic attitudes of the French Canadians, who believe they have been repressed in economic, educational and social areas by the dominant British Canadians.

An NBC News unit, headed by producer Stuart Schulberg and correspondents Elie Abel and Robert MacNeil, spent several weeks in Quebec and Ottawa re-creating the English conquest of French Canada in 1759, recounting the history of French and British Canadian relations and developing a first-hand look at the present generation of French Canadians who want that relationship altered or even terminated.

At about the same time President Kennedy was establishing the "New Frontier" in the United States, the story shows how a revitalized Liberal Party, under young, vigorous leadership, took power in Quebec for the first time since before World War II and began instituting economic and social reforms to modernize the province. Although their efforts have been productive and they were reelected, extremist elements, who advocate a shooting rebellion in order to

(more)

establish a separate French nation, have been gaining support. Some officials fear that secession by Quebec would destroy Canada as a country and that the pieces would be gobbled up by the United States.

"Quebec--Oui; Ottawa--Non" shows how the national Canadian government has begun mollifying nationalistic sentiment in Quebec, while at the same time endeavoring to pacify hardline British Canadian sentiment which sees no need for reforms. One such move is the proposed new Canadian Flag, in which there would be no similarity to the British "Union Jack" such as now exists.

Although perhaps not as publicized as the turmoils in various Latin American countries, Schulberg feels the possibilities for upheaval in Canada are just as real. The program is particularly timely in view of the fact that Great Britain's Queen Elizabeth is due to visit Canada early next month. Recent terrorist activities have forced officials to consider whether the visit should continue as scheduled.

"Quebec--Oui; Ottawa--Non" is an attempt to familiarize the American public with the issues that seriously divide the peoples of Canada.

NBC-TV PROGRAM HIGHLIGHT SEPT. 27

"QUEBEC--OUI; OTTAWA--NON": NBC News special taking a close look at a potential civil war brewing between French and British Canadians. (Color.)

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NBC, New York - 9/2/64

NBC COLOR TELEVISION NEWS

September 2, 1964

SEASON'S PREMIERE

TROUBLE IS ONLY A RELATIVE MATTER (COUSIN FRED) IN BAXTER HOUSEHOLD AS 'HAZEL' STARTS NEW SEASON

Series, with Shirley Booth in Title Role, Starts Fourth Year

There's trouble as usual at the Baxter household, but this time Hazel isn't at the bottom of it, in the season's premiere episode, "Never Trouble Trouble," on the "Hazel" color series Thursday, Sept. 17 (NBC-TV Network, 9:30-10 p.m. NYT). This marks the fourth successive season of the popular comedy series with Shirley Booth starring in the title role. Co-starring in the series are Don DeFore as George Baxter and Whitney Blake as Dorothy Baxter. Bobby Buntrock plays the Baxters' son Harold.

In the opening episode George drives his freeloading cousin Fred (Frederic Downs) out of the house with his sarcasm. Later Hazel finds her government bonds and Dorothy's fur coat as well as other valuables missing. Harold tells the police he had told cousin Fred about Hazel's bonds. They all suspect Fred is the culprit when he turns up with new clothes and says he has a job. Then the police find the real solution and the Baxter household is more than a bit embarrassed. Also in the cast are Mark Dymally as Franklin, a paper boy, and Harold Gould as Mr. Wheeler, an employment interviewer.

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The series is produced by James Fonda, with Harry Ackerman as executive producer. William D. Russell is the director and Robert Riley Crutcher is the writer. It is filmed at Screen Gems studios in Hollywood.

The Ford Division of the Ford Motor Company is the sponsor, through the J. Walter Thompson Company, agency.

NBC-TV PROGRAM HIGHLIGHT SEPT. 17

"HAZEL" "Never Trouble Trouble" -- Cousin Fred is suspected of stealing Hazel's bonds, after he leaves the Baxter house and turns up in new clothes. (Season's premiere. Color.)

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NBC-New York, 9/2/64

NBC COLOR TELEVISION NEWS

CREDITS FOR 'HAZEL' COLORCASTS ON NBC-TV

Time:	Starting its fourth season Thursday, Sept. 17 (9:30-10 p.m. NYT in color)
Starring:	Shirley Booth as Hazel
Also Starring:	Don DeFore as George Baxter, Whitney Blake as Dorothy Baxter.
With:	Bobby Buntrock as Harold Baxter.
Format:	The humorous adventures and misadventures of America's favorite maid, Hazel.
Executive producer:	Harry Ackerman
Producer:	James Fonda
Director:	William D. Russell
Writer:	Robert Riley Crutcher
Created by	Ted Key (based on "The Saturday Evening Post" character).
Director of Photography:	Frederick Gately, A. S. C.
Make-up supervision:	Ben Lane, S. M. A.
Music supervision:	Ed Forsyth
Sound Effects:	Sid Lubow
Assistant Director:	R. Robert Rosenbaum
Theme by:	Sammy Cahn and James Van Heusen
Sponsor (and agency):	The Ford Division of the Ford Motor Co. (J. Walter Thompson Company).
Origination:	Filmed at Screen Gems, Hollywood, Calif.
NBC Press Representatives:	Jane Ober (Burbank); Leonard Meyers (New York).

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NBC-New York, 9/2/64

NBC COLOR TELEVISION NEWS

SEASON'S PREMIERE

'THAT WAS THE WEEK THAT WAS' RESUMING ON NBC-TV
ON NEW NIGHT (TUESDAYS) FOR NEW SEASON

"That Was the Week That Was," NBC-TV's topical humor program, will return to the network for the 1964-65 season on Tuesday, Sept. 22 from 9:30 to 10 p.m. EDT in color.

The show, which will originate from NBC-TV's Studio 6-A in New York's RCA Building, will bring back three regulars: Nancy Ames ("the TW3 Girl"), British humorist David Frost and Phyllis Newman. Various guest performers including Burr Tillstrom and Pat Englund, will appear on the program intermittently.

Leland Hayward and Herb Sargent will be executive producer and producer, respectively, of the half-hour program which will be directed by James Elson. Jim Reina will be associate producer. Conductor-arranger-pianist Norman Paris will return to the show for the second season as its musical director. The program will be written by Gerald Gardner and Dee Caruso, augmented by contributed material from other writers, varying from show to show.

The program series was inaugurated on Jan. 10 of this year continuing through July 10. The return on Sept. 22 marks a new schedule spot. It was previously seen Fridays.

"That Was the Week That Was" is produced by Leland Hayward Productions Inc., in association with the NBC-TV Network.

-----o----- NBC-New York, 9/2/64

CREDITS FOR 'THAT WAS THE WEEK THAT WAS'

Time:	NBC-TV Network colorcasts, Tuesdays, 9:30 to 10 p.m. NYT; new season beginning Sept. 22.
NBC-TV Premiere Date:	Jan. 10, 1964.
Format:	Humorous revue, based on news events of the preceding week.
Cast:	Nancy Ames, David Frost, Phyllis Newman, and contributing guests, including Burr Tillstrom, Pat Englund and others.
Executive producer:	Leland Hayward.
Producer:	Herb Sargent.
Associate producer:	Jim Reina.
Director:	James Elson.
Music director:	Norman Paris.
Graphic Arts:	Guy Frumeni.
Unit manager:	Tom O'Keefe.
Production assistant:	Suzanne Pelsang
Sponsors:	Various.
Point of Origination:	Studio 6-A, RCA Building, New York.
NBC Press Representative:	Betty Lanigan (New York).

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NBC-New York, 9/2/64

September 2, 1964

PREMIERE

'DANIEL BOONE,' WITH FESS PARKER IN TITLE ROLE, STARTS ON NBC-TV WITH STORY OF BUILDING A FORT TO THWART AN INDIAN ATTACK

Intrigue of pre-Revolutionary War politics and adventure on the Indian frontier are melded into an exciting, action-packed tale in "Ken-tuck-e," the premiere episode of NBC-TV's new "Daniel Boone" series, on Thursday, Sept. 24 (7:30-8:30 p.m. NYT).

The series stars Fess Parker as America's most famous frontiersman. It co-stars Albert Salmi as Yadkin, his woodsman side-kick; Ed Ames as Mingo, his Oxford-educated half-breed Indian friend; and Patricia Blair as his wife, Rebecca. Also to be seen in continuing roles will be Veronica Cartwright as Daniel's daughter, Jemima, and Darby Hinton as his son, Israel.

In "Ken-tuck-e," Daniel Boone and Yadkin are ordered by Gen. George Washington to build a fort in Kentucky to ward off the Indians who are being provided with powder and bullets by the British in a scheme to contain the rebellious colonists. As they attempt to carry out the plan, they are captured by Shawnees, and Boone is forced to run a gauntlet before he is accepted into the tribe. And, in a thrilling climax, Daniel succeeds in preventing a tragic British-instigated massacre of the white settlers.

"Daniel Boone" will continue to blaze the Thursday night program trail, in the 7:30-8:30 p.m. NYT, time period, on NBC-TV during the 1964-65 television season. As with the premiere, succeeding episodes will be based on incidents in the life and time of one of America's

(more)

most colorful forefathers. The action will be set in and around North Carolina, Tennessee, and Kentucky during the Colonial and Revolutionary War periods.

Executive producer of the series is Aaron Rosenberg, whose extensive film credits include the 1962 production (with Marlon Brando) of "Mutiny on the Bounty" and the current "Move Over Darling." Producer is Vincent Fennelly, and associate producer is Paul King.

"Ken-tuck-e," the premiere episode which was also the pilot episode, was written by Borden Chase and directed by George Marshall.

"Daniel Boone" is a production of Arcola Productions and Fesspar Productions, in association with 20 Century-Fox and NBC-TV.

NBC-TV PROGRAM HIGHLIGHT SEPT. 24

DANIEL BOONE: "Ken-tuck-e" -- Daniel Boone, attempting to build a fort, is captured by Indians who are being supplied with weapons by the British. His courage and ingenuity, however, save himself and white settlers from a massacre. Fess Parker is starred in the title role. (Premiere.)

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NBC-New York, 9/2/64

CREDITS FOR NBC-TV'S NEW ADVENTURE SERIES, "DANIEL BOONE"

Time:	NBC-TV, Thursdays, 7:30-8:30 p.m. EDT. (Premiere Sept. 24, 1964).
Format:	Adventure series about America's famous frontiersman, set in and around North Carolina, Kentucky, and Tennessee during the Colonial and Revolutionary War periods.
Star:	Fess Parker as Daniel Boone.
Co-stars:	Albert Salmi as Yadkin, Boone's sidekick. Ed Ames as Mingo, the Oxford-educated Indian friend. Patricia Blair as Rebecca, Boone's wife.
Featured Players:	Veronica Cartwright as Jemima, Boone's daughter. Darby Hinton as Israel, Boone's son.
Executive producer:	Aaron Rosenberg.
Producer:	Vincent Fennelly.
Production:	Filmed in black and white at 20th Century-Fox Studios, Hollywood, in association with Arcola Productions, Fesspar Productions, and NBC-TV.
Sponsors:	Various.
NBC Press representatives:	Bill Faith (Burbank); Bert Burns (New York).

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NBC-New York, 9/2/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 2, 1964

SCHEDULE CHANGE FOR 'WATCH MR. WIZARD'

"Watch Mr. Wizard," NBC-TV's science series for children, will move to Sundays (12:30-1 p.m. NYT), starting Sept. 13. The program is now scheduled Saturdays (12:30-1 p.m. NYT).

"Watch Mr. Wizard" stars Don Herbert as Mr. Wizard. Rita McLaughlin and Alan Howard alternate as his young assistants who help in the demonstrations that explain basic scientific principles. The series is presenting selected repeats through Sept. 27, with the season scheduled to start Oct. 4.

The series is a public affairs presentation of NBC News.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

NBC'S FRANK BLAIR TO EMCEE FALL LUNCHEON OF THE GREATER NEW YORK FUND

Frank Blair, host of NBC-TV's "Sunday" show and newscaster on the network's Monday-through-Friday "Today" program, will emcee the Greater New York Fund's Fall luncheon Thursday, Sept. 17, in the Grand Ballroom of the Hotel Commodore.

The luncheon will launch the Fall drive in the fund's 1964 campaign and also celebrate the organization's 26th year of service to the community. The fund represents the largest group of local charities in the world, covering 425 medical, health and welfare agencies.

Speakers at the luncheon will include Herbert Woodman, president of the fund. Some 1800 guests are expected, including leaders of industry and labor.

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MISSOURI VALLEY COLLEGE HONORING LORNE GREENE

Lorne Greene, who stars as Ben Cartwright on NBC-TV's "Bonanza" color series, will leave the Ponderosa for a few days next month to travel to Missouri Valley College in Marshall, Mo., to receive an honorary degree of Doctor of Humane Letters.

"Mr. Greene is being honored for his talents as an actor, for the constructive and inspiring influence he has on the youth of the nation, and for the wholesome entertainment he has given the world in times of stress," stated Dr. M. Earle Collins, President of the College.

The degree will be awarded during ceremonies celebrating the college's 75th annual academic convocation on Sept. 18.

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NBC-New York, 9/2/64

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 3, 1964

NIPPON TV'S PURCHASE OF 48 NBC NEWS AND PUBLIC AFFAIRS HOURS ANNOUNCED BY NBC INTERNATIONAL'S JOSEPH M. KLEIN, WHO RETURNS FROM JAPAN AND ANALYZES THE MARKET FOR U.S. SUPPLIERS

Nippon Television (NTV) bought 48 hours of NBC News and Public Affairs programming, it was announced by Joseph M. Klein, President, NBC International, a division of NBC Enterprises.

This package includes both instant news specials and planned documentaries. NTV transmits in color and thus will be able to take advantage of the fact that many NBC documentaries, such as "The Louvre" (scheduled for November on the network), are filmed in color. NTV also renewed "Bonanza" and Fuji TV bought "90 Bristol Court" and "Kentucky Jones." A variety of repeat programs were bought by other Japanese stations.

Mr. Klein just returned from a two-week trip to Japan where he reports that what was a seller's market for U. S. programming has turned into a buyer's market. Last year almost every American distributor was able to sell most, if not all, of his programs in Japan. However, heavy demand last year coupled with easing of exchange controls led to this year's slower sales and prices that are below last year's peaks.

According to Mr. Klein, the principal reason for this is that some American suppliers started asking record high prices at the end of last year and the beginning of this year. Where the average price was

(more)

approximately $4,000, per hour, some producers started asking $6,000 and $8,000. Many Japanese stations, finding these prices beyond their economic capacity, were forced into varying degrees of production. An hour can be locally produced in Japan for as little as $2,000-$4,000 per hour. An American hour program, after the licensing fee, dubbing costs, and import duties are added, is priced around $6,000. This, coupled with the fact that the top 20 programs in Japan are local Japanese programs, makes the inducement for home production obvious.

There is another factor which compounds this situation, Mr. Klein adds: Last year almost every network in Japan overbought American programming,and some of these programs are just now beginning to appear on the air.

While the sales picture appears somewhat discouraging, Mr. Klein is optimistic for the future. "American programs always have been and will continue to be popular in Japan," he says. The history of the feature film business in Japan shows that American programs have attracted as much as 25% of the sales in peak periods rather than the present 12%. The principal factor to be kept in mind by American producers, he adds, is that prices must be kept in proper relation with current economic factors in Japan to insure a sustained sales level.

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NBC-New York, 9/3/64

September 3, 1964

REYNOLDS TOBACCO INCREASES PURCHASES IN ANDY WILLIAMS AND JONATHAN WINTERS SHOWS AND ALSO BUYS INTO SATURDAY MOVIES

R. J. Reynolds Tobacco Co. has increased its NBC-TV purchases in "The Andy Williams Show," and "The Jonathan Winters Show," to alternate half-hour sponsorship during the 1964-65 season, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

At the same time, Mr. Durgin announced that Reynolds has also purchased sponsorship in "Saturday Night at the Movies," for 1964-65, on NBC-TV.

Agency for Reynolds is Wm. Esty Co.

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SEASON PREMIERE

RICHARD CHAMBERLAIN AND RAYMOND MASSEY JOINED BY GUEST STARS WALTER MATTHAU AND GEORGANN JOHNSON IN 'DR. KILDARE' DRAMA

Series stars Richard Chamberlain and Raymond Massey will be joined by guests Walter Matthau and Georgann Johnson in "Man Is a Rock," first episode in the fourth season of "Dr. Kildare" Thursday, Sept. 24 (NBC-TV Network, 8:30-9:30 p.m. NYT).

Chamberlain has the title role of the series and Massey plays Dr. Gillespie, his superior in Blair Hospital. The series is produced by David Victor, with Norman Felton as executive producer. The stories concern the doctors and patients of Blair Hospital.

In "Man Is a Rock," Matthau portrays Franklin Gaer, a businessman bent on success, even to jeopardizing his own life. Even with two successive heart attacks, he refuses to slow down on the advice of Kildare and Gillespie. Gaer's wife (Miss Johnson) also tries to convince him of his obligations to take care of himself.

The cast includes Ken Lynch as Mr. Hunter, Lee Meriwether as Nurse Adams and Corey Allen as Dr. Harris. This episode was directed by Leo Penn and written by Christopher Knopf.

NBC-TV PROGRAM HIGHLIGHT SEPT. 24

DR. KILDARE: "Man Is a Rock" -- A businessman refuses to slow down even after two heart attacks. Guests are Walter Matthau and Georgann Johnson. (Season premiere.)

-----o----- NBC-New York, 9/3/64

CREDITS FOR 'DR. KILDARE' ON NBC-TV

Time:	NBC-TV Network, Thursdays, 8:30-9:30 p.m. NYT, returning for its fourth year Sept. 24.
Format:	Full-hour series revolving around the relationship between an older doctor, who is chief of staff of a metropolitan hospital, and a young resident physician. Each episode features top-name guest stars.
Stars:	Richard Chamberlain as Dr. James Kildare. Raymond Massey as Dr. Leonard Gillespie.
Guest stars:	Various
Executive producer:	Norman Felton
Producer:	David Victor
Directors:	Various
Writers:	Various
Associate Producer:	Douglas Benton
'Dr. Kildare' theme music:	Jerry Goldsmith
Music score:	Harry Sukman
Director of photography:	Harkness Smith, A.S.C.
Art director:	George W. Davis and Charles K. Hegedon
Assistant to producer:	Robert F. O'Neill
Technical adviser:	William H. Swanson, M. D.
Music supervisor:	Harry Lojewski
Supervising film editor:	John Dunning
Film editors:	Jack Kampschroer, A.C.E.; Harry Knapp, A.C.E.; John B. Rogers
Set decoration:	Henry Grace and Dick Pefferle
Recording supervisor:	Franklin Milton
Sponsors:	Various
NBC-TV Premiere date:	Sept. 28, 1961
Produced by:	Arena Productions, in association with Metro-Goldwyn-Mayer Television and NBC.
Origination:	Filmed at M-G-M Studios, Culver City, Calif.
NBC Press Representatives:	Bob Bowen (Burbank); Leonard Meyers (New York).

-----o----- NBC-New York, 9/3/64

SEASON PREMIERE

'INTERNATIONAL SHOWTIME,' WITH DON AMECHE THE HOST, STARTS 4TH NBC-TV SEASON WITH 'THE WONDERFUL VIENNESE ICE REVUE'

"International Showtime," the NBC-TV spectacle series filmed abroad, will start its fourth successive season on Friday, Sept. 25 (NBC-TV Network, 7:30-8:30 p.m. NYT). Don Ameche, internationally famous actor, will again be host of the series, introducing the acts from the ringside.

The opening show of the new season will be "The Wonderful Viennese Ice Revue" filmed in Munich, Germany, when the noted company was celebrating its 25th anniversary. Following are program details:

The Ski Resort -- An ice ballet featuring Catrin and Fred Emanuel with the entire company.

Comedy -- Duncan Whaley and A. Lortzing.

Fashion Show -- Ilsa Pelikan and the Charleston, Melina Kladrubska in solo in white.

Contest -- Duncan Whaley and the ice ballet.

Hollywood -- Joan Haanappel, solo.

Black and White -- Production number with entire company.

"International Showtime" is produced by Patrick Pleven. Gilbert Cates is executive producer and director. Bruce MacDonall is scriptwriter.

NBC-TV PROGRAM HIGHLIGHT SEPT. 25

INTERNATIONAL SHOWTIME: "The Wonderful Viennese Ice Revue" -- Ice extravaganza, with ballet and comedy, filmed in Munich. (Season premiere.)

-----o----- NBC-New York, 9/3/64

'INTERNATIONAL SHOWTIME' ON NBC-TV

Time:	NBC-TV Network Fridays, 7:30-8:30 p.m. NYT.
Season Premiere:	Friday, Sept. 25, 1964
Original Premiere:	Sept. 15, 1961
Description:	A spectacle series taped by a mobile unit throughout Europe. Circuses predominate, with ice shows taking second place in order of frequency. Aqua shows and specialty shows are included. Shows are taped during actual performances before audiences. Don Ameche, the program host, sits at the ring-side of each event.
Star:	Don Ameche, host
Executive Producer:	Gilbert Cates
Producer:	Patrick Pleven
Director:	Gilbert Cates
Writer:	Bruce MacDonall
Sponsors:	Various
NBC Press Representatives:	Leonard Meyers (New York); Bob Bowen (Burbank).

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NBC-New York, 9/3/64

NBC COLOR TELEVISION NEWS

September 3, 1964

FOUR COLOR SPECIALS LISTED FOR 'HALLMARK HALL OF FAME' SEASON

"The Hallmark Hall of Fame" returns to NBC-TV for the 1964-65 season, its 14th on the network, with four widely varied color productions. The offerings include a poignant off-Broadway musical, a filmed documentary, and a historical drama. Three of the productions will be produced and directed by George Schaefer, the fourth by an independent British film producer.

The initial colorcast of the "Hallmark Hall of Fame" will be "The Fantasticks" to be presented on Sunday, Oct. 18 (10-11 p.m. NYT). Adapted for television by Robert Hartung from the long-running off-Broadway musical by Tom Jones and Harvey L. Schmidt, "The Fantasticks" will star Ricardo Montalban, Bert Lahr, Stanley Holloway, John Davidson and Susan Watson.

Hallmark's second production will be "Painting as a Pastime" a full-hour color film based on Sir Winston Churchill's book of that title. It will be filmed in England as a tribute to the British statesman's 90th birthday. Producer is Jack LeVien. NBC-TV air date is Monday, Nov. 30 (10-11 p.m. NYT).

(more)

Alfred Lunt and Lynn Fontanne, America's most distinguished acting couple, will star in "The Magnificent Yankee," Emmet Lavery's Broadway play about the famous American jurist, Oliver Wendell Holmes, and his wife, Fanny Dixwell Holmes, on the Wednesday, Feb. 3 "Hallmark Hall of Fame" colorcast (7:30-9 p.m. NYT).

The fourth and final "Hallmark" production for the 1964-65 season will be "The Holy Terror," an original TV drama by James Lee. The 90-minute color drame, based on the life of Florence Nightingale, starring Julie Harris, Denholm Elliott, Torin Thatcher and Kate Reid, will be presented on Thursday, April 8 (9:30-11 p.m. EST). Also featured in the cast of "The Holy Terror" are Leueen McGrath, Brian Bedford and Alan Webb.

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NBC, New York - 9/3/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 3, 1964

DEMOCRATIC CONVENTION INTERVIEW OF DAVID POWERS BY NBC NEWS' SANDER VANOCUR PLACED IN CONGRESSIONAL RECORD BY SEN. CHURCH

An interview with David Powers, longtime friend of the late President John F. Kennedy, by NBC News' correspondent Sander Vanocur at the Democratic national convention in Atlantic City, has been entered into the Congressional Record by Senator Frank Church (D.-Idaho).

Senator Church said that, in the interview, which took place Thursday night, Aug. 27, Vanocur "unearthed a fascinating addition to the growing compilation of historical sidelights on a great man." Senator Church also noted that an edited transcript of "this valuable" interview was printed in the Washington Post Sunday, Aug. 30.

In the interview Powers, a Bostonian who held the title of assistant to President Kennedy, recalled how he first met the late President in 1946 when Kennedy was running for Congress, and also related several anecdotes about incidents that took place during the 1960 Democratic convention, when President Kennedy appeared before the group of Protestant ministers in Houston, and before the first Kennedy-Nixon television debate.

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CREDITS FOR 'SMALLTOWN, U.S.A.,' NBC SPECIAL PROJECTS PROGRAM TO BE COLORCAST FRIDAY, SEPT. 18 (10-11 P.M. EDT)

Description:	The revolution under way in smalltown America in the 1960s is explored in a full-hour NBC Special Projects color TV program with Fredric March narrating on and off camera. The nation's small towns are disappearing hand-over-fist: many become ghost towns; some, overrun by metropolitan sprawl, lose their identity; some manage to exist. The program visits five: Cimarron, Kans.; Hellier, Ky.; Greenville, Me.; Bradenton, Fla.; Bossier City, La. The emphasis is upon the people and the influences that are working upon them.
Narrated by	Fredric March (on and off camera)
Produced and directed by	Eugene S. Jones
Written by	Ernest Pendrell
Executive Producer:	Donald B. Hyatt
Music by	Robert Emmett Dolan
Associate Producer:	James L. Reina
Unit Manager:	William Aulepp
Filmed by	Larry Pall, Cy Avnet, Andy Werner
Edited by	John Roberts, John Christophel
Sound by	Al Hoagland, Charles Hipszer
Sponsor:	The Savings and Loan Foundation
Agency:	McCann-Erickson, Inc.
NBC Press Representative:	Arthur Oppenheim (New York).

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NBC-New York, 9/3/64

MONITOR
THE NBC WEEK-END RADIO SERVICE

September 3, 1964

'SIXTY MINUTES MORE' FOR 'MONITOR'

Sixty minutes more...or 3,600 seconds in which Phyllis Diller can laugh. The 60 minutes more and Miss Diller both become part of NBC Radio's "Monitor" on Saturday, Oct. 3 when the Barry Nelson segment of "Monitor" begins broadcasting at 2 p.m. NYT, or one hour earlier than it is now heard.

The "daffy-dilly" Diller, often a guest on "Monitor," becomes a member of "Monitor Comedy Time" on Oct. 3. In the past year, Miss Diller has been interviewed on "Monitor" three times -- more than any other celebrity in showbusiness.

Now in its ninth year and one of the longest running programs in radio history, "Monitor" has compiled more hours of broadcasting than any other program since radio's beginnings.

Says Bob Maurer, "Monitor's" executive producer, "the 60 minutes more 'Monitor' is adding should be no chore at all to the program's staff of writers and feature coordinators. If pressed, they could turn the entire hour over to a dialogue between Phyllis Diller and her 'sister' on 'Comedy Time,' Selma Diamond. For 60 minutes that would be, if nothing else, 'unique.'

(more)

"Or..."Monitor" could turn Jonathan Winters loose and hope that "Maud Frickert" didn't wreck the joint. And Nichols and May could easily improvise for the 60 minutes more if not for the full four-hour segment. Then, too, 'Monitor's Expert on Nothing But Opinions on Everything,' Al Capp, could 'opinionate' in a pinch and Ethel of Ethel and Albert would glory in 60 minutes more in which to gossip."

Couple all of the above personalities with the NBC News corps stationed around the world and available to "Monitor" within seconds of a newsbreak and you've got 60 minutes bursting at the seams, Maurer says, and adds room still has to be made for Mel Allen and Joe Garagiola to report on and analyze the latest in the sports world. Also, somewhere in this 60 minutes more there must be air space for the musical moods of Frank Sinatra, Andy Williams, Patti Page and "Ella."

"Sixty minutes more? Why that hardly seems sufficient for 'Monitor,'" Maurer comments.

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NBC-New York, 9/3/64

NBC-TV NETWORK COLORCAST SCHEDULE

For October, 1964

(EDT through Oct. 24; EST Oct. 25 and thereafter)

NOTE: NBC will colorcast the 1964 World Series baseball games. Coverage will preempt regularly scheduled programs. The tentative schedule is as follows:

Games one and two -- Oct. 7 and 8

Games three and four -- Oct. 10 and 11,

and, if necessary,

Game five -- Oct. 12

Game six -- Oct. 14

Game seven -- Oct. 15

Starting times to be announced.

MONDAYS THROUGH FRIDAYS

10:30-10:55 a.m. -- "Merv Griffin's Word for Word"
11:30 a.m.-12 noon -- "Jeopardy"
12 noon-12:30 p.m. -- "Say When"
12:30-12:55 p.m. -- "Truth or Consequences"
1:30-1:55 p.m. -- "Let's Make a Deal"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (NOTE: Due to NBC's Olympic coverage, the "Tonight Show" will be broadcast 11:30 p.m.-1 a.m. the weeks of Oct. 12-16 and Oct. 19-23.

THURSDAY, OCT. 1

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre" (season premiere)

(more)

FRIDAY, OCT. 2

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre" (season premiere)
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, OCT. 3

9:30-10 a.m. -- "The Hector Heathcote Show" (new time period)
10-10:30 a.m. -- "Underdog" (premiere)

"NBC Sports Special" (Times listed are New York Time)

Eastern Region -- 12:30-1 p.m.
Southern-Southwestern Region -- 2:30-3 p.m.
Midwest-West Coast Region -- 2:30-3 p.m.
Rocky Mountain Region -- 3:30-4 p.m.

3:15 p.m. (NYT) -- "NCAA Football Game" (Midwest-West Coast Region only) - to conclusion
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to conclusion -- "Saturday Night at the Movies" (season premiere)

SUNDAY, OCT. 4

4-5:30 p.m. -- "La Grande Olimpiade" -- highlights of 1960 Rome Summer Olympics.
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, OCT. 5

9-10 p.m. -- "The Andy Williams Show" (season premiere)

TUESDAY, OCT. 6

9:30-10 p.m. -- "That Was the Week That Was"
10-11 p.m. -- "Bell Telephone Hour" (season premiere)

WEDNESDAY, OCT. 7

7:30-9 p.m. -- "The Virginian"
9-11 p.m. -- "Wednesday Night at the Movies" - Project 120

THURSDAY, OCT. 8

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, OCT. 9

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

(more)

3 - October Colorcast Schedule

SATURDAY, OCT. 10

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 noon-12:30 p.m. -- "NBC Sports Special"
4:15 p.m.-to
conclusion "NCAA Football Game"
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to
conclusion -- "Saturday Night at the Movies"

SUNDAY, OCT. 11

5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, OCT. 12

9-10 p.m. -- "The Andy Williams Show"

TUESDAY, OCT. 13

9:30-10 p.m. -- "That Was the Week That Was"

WEDNESDAY, OCT. 14

7:30-9 p.m. -- "The Virginian"
9-11 p.m. -- "Wednesday Night at the Movies"

THURSDAY, OCT. 15

9:30-10 p.m. -- "Hazel"

FRIDAY, OCT. 16

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, OCT. 17

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12-1 p.m. -- "Exploring" (season premiere)
1:30-2 p.m. -- "NBC Sports Special"
2:15 p.m.-to
conclusion -- "NCAA Football Game"
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to
conclusion -- "Saturday Night at the Movies"

(more)

4 - October Color Schedule

SUNDAY, OCT. 18

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom" (season premiere)
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Hallmark Hall of Fame" - "The Fantasticks" (season premiere)

MONDAY, OCT. 19

9-10 p.m. -- "The Andy Williams Show"

TUESDAY, OCT. 20

9:30-10 p.m. -- "That Was the Week That Was"

WEDNESDAY, OCT. 21

7:30-9 p.m. -- "The Virginian"
9-11 p.m. -- "Wednesday Night at the Movies"

THURSDAY, OCT. 22

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, OCT. 23

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, OCT. 24

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12-1 p.m. -- "Exploring"
1:45 p.m.-to
conclusion -- "NCAA Football Game" (Eastern Region only)
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to
conclusion -- "Saturday Night at the Movies"

SUNDAY, OCT. 25

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, OCT. 26

9-10 p.m. -- "The Andy Williams Show"

(more)

5 - October Color Schedule

TUESDAY, OCT. 27

9:30-10 p.m. -- "That Was the Week That Was"

WEDNESDAY, OCT. 28

7:30-9 p.m. -- "The Virginian"

THURSDAY, OCT. 29

9:30-10 p.m. -- "Hazel"

FRIDAY, OCT. 30

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, OCT. 31

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 Noon-12:30 p.m. -- "Exploring" (half-hour)

"NBC Sports Special" (Times listed are NYT)

Eastern Region -- 12:30-1 p.m.

Southern Region -- 12:30-1 p.m.

Midwest-Southwest Region -- 2-2:30 p.m.

Rocky Mountain-West Coast Region -- 2:30-3 p.m.

1:15 p.m.-to
conclusion -- "NCAA Football Game" (Eastern Region only)

7:30-8 p.m. -- "Flipper"

8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"

9 p.m.-to
conclusion -- "Saturday Night at the Movies"

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NBC-New York, 9/3/64

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

"WHAT'S THIS SONG?"--MUSICAL GAME SHOW
STARRING WIN MARTINDALE--TO BE NBC-TV
DAYTIME FEATURE STARTING OCT. 26

FOR RELEASE TUESDAY, SEPT. 8

"What's This Song?" a musical game show starring Win Martindale, will be presented in color on NBC-TV, Monday through Friday, from 10:30 to 10:55 a.m. NYT, beginning Monday, Oct. 26.

The program is based on the premise that every television viewer fancies himself an "expert" on popular music and would be amused by the opportunity to act as nonprofessional music detective. Two teams of players (two on a team) compete against each other in attempting to amass 200 points earned by identifying songs, after listening to the studio orchestra play the first eight bars of music from each of the "mystery" tunes.

In addition to receiving 20 points for correctly identifying a song, a team can add an additional 20 points if one or both of the members is able to sing the words to the first two lines of music correctly. Their rendition will be subject to challenge on the matter of correctness (though not the accuracy of their pitch). If the opponents' challenge is sustained, the challenging team gets the 20 points. If incorrect, the challengers have 20 points deducted from their score.

(more)

Each team will consist of one celebrity and one pre-selected member of the studio audience. Studio audience contestants will receive $50 for each winning game, plus an opportunity to win an additional $20 per song by correctly identifying the names of 10 songs in 60 seconds, in a special "Minute Medley" segment at the conclusion of each game. The celebrities participate in the entire day's play, but the losing studio contestant drops out and is replaced by a new player. At the outset of the game each team is given 100 of the 200 points it needs to win before play gets under way.

Music for "What's This Song?" will be provided by Bobby Hammack's Orchestra. The show, directed by Stuart Phelps, will be produced and packaged by Phelps-Reeves-Martin Productions, in association with NBC-TV.

The show will originate in NBC-TV's Burbank Color Studios.

"What's This Song?" will replace "Merv Griffin's Word for Word" in the Monday through Friday 10:30 a.m. NYT time-spot.

Win Martindale, host-emcee for "What's This Song?" is well-known in the Los Angeles and San Francisco area as a disk jockey and is to record fans as the singer of "Deck of Cards," which sold more than 1,000,000 copies. The 30-year old emcee-singer is heard six days a week on a Los Angeles radio station in his disk jockey role.

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NBC-New York, 9/4/64

NBC TRADE NEWS

September 4, 1964

NBC-TV FILLING REQUESTS FROM CIVIC OFFICIALS THROUGH U.S. FOR APPEARANCES OF NETWORK STARS AT COMMUNITY EVENTS

NBC-TV is fulfilling requests from civic officials over the country for personal appearances of the network's stars at local civic centers.

Three NBC-TV stars -- James Drury, Clu Gulager and Fess Parker -- have personal appearances at civic events ranging from a Maine firefighters convention to a Colorado Kids' Day celebration, in each instance also marking the beginning of their individual programs for the 1964-65 season on the network.

The appearances, which were arranged by the NBC Promotion Department, include the following:

James Drury, star of NBC's Wednesday night "The Virginian" series, will appear Sept. 12 as grand marshal of the parade of the Maine Firefighters convention in Bangor, Me. WLBZ-TV, the NBC affiliate in Bangor has a special float with the NBC color peacock and Walt Disney cartoon characters in the parade, in addition to posters billboarding all of the NBC-TV programs for the new season.

On Sept. 19 Drury will appear as grand marshal in the fourth annual Community Day celebration in Pittsburgh, in which the entire city and the surrounding area will participate. WIIC-TV, the NBC affiliate in Pittsburgh, will televise the community event locally. This is the third successive year that an NBC personality has been honored in this parade, which draws upwards of 500,000 people.

(more)

Drury will then appear on Sept. 26 at Lowry Air Force Base in Denver, at the Kiwanis Kids' Day Celebration in conjunction with the Air Force. Some 200,000 children and parents are expected to turn out for the event. KOA-TV is the NBC affiliate in Denver.

Fess Parker, star of the new Thursday night "Daniel Boone" series on NBC-TV, will be honorary grand marshal at the gala "I Am an American Day" parade in Baltimore Sept. 13. More than one-half million people are expected to witness the parade. Parker's appearance will be in conjunction with the NBC affiliate in Baltimore, WBAL-TV. This is another civic event in which an NBC star has been featured in past years.

Clu Gulager, another star of "The Virginian," has a Sept. 5 date as grand marshal of the Peoria Frontier Days Celebration in Peoria, Ill. Gulager's appearance coincided with the changeover of WEEK-TV, the NBC Peoria affiliate to channel 25, a new one-million watt signal.

Each of the NBC stars have set press conferences, local television and radio appearances and TV taping of promotional spots for their series, in each of the cities visited.

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NBC-New York, 9/4/64

NBC TRADE NEWS

September 4, 1964

SEVEN NBC-TV STARS TO GUEST-HOST LOCAL CLOSED-CIRCUIT VIEWINGS OF "PRIVATE SCREENING--AN INFORMAL LOOK AT NBC'S GREAT NEW SEASON"

The NBC Promotion Department, in a campaign to launch the 1964-65 Fall schedule, will initiate local-level promotion of the network's special closed-circuit preview of the new NBC-TV season with seven stars to guest-host the screenings on Wednesday, Sept. 9 in selected major market viewing areas. It will be seen 4:45-6 p.m. EDT.

The stars will appear in the studios of the NBC-TV affiliate stations in Dallas-Ft. Worth, Atlanta, Baltimore, Kansas City and New York, all on Sept. 9. They are James Franciscus, Michael Landon, Brian Kelly, Marian Collier, Vince Howard, Dennis Weaver and Gig Young.

Franciscus, star of NBC's Tuesday night "Mr. Novak" series, will appear at the studios of WBAL-TV in Baltimore, where members of the press, advertisers and community leaders will be gathered to view the 75-minute program, "Private Screening -- an Informal Look at NBC's Great New Season."

Michael Landon, who plays Little Joe Cartwright in the network's top-rated Sunday night "Bonanza," will visit WHNB-TV in Hartford.

Brian Kelly, star of the Monday night "Flipper" colorcasts, will be at WSB-TV in Atlanta.

Marian Collier, of the "Mr. Novak" program, will be at WBAP-TV in Dallas-Ft. Worth, while Vince Howard, also of "Mr. Novak," will appear at WDAF-TV in Kansas City.

(more)

Dennis Weaver, star of the Saturday night "Kentucky Jones" series, and Gig Young, star of the Sunday night "The Rogues," both new NBC-TV programs, will appear at the NBC studios in New York.

Appearances by the stars were arranged by the NBC Promotion Department in conjunction with the network's affiliate stations.

The closed circuit will feature the largest gathering of top television talent ever assembled for a special program, including Richard Chamberlain, Bob Hope, Jack Benny, Danny Thomas, Jack Paar, Andy Williams, Chet Huntley, David Brinkley, Frank McGee and the corps of the NBC foreign correspondents. The program will blueprint the entire NBC-TV nighttime entertainment schedule for the new season.

"Private Screening -- an Informal Look at NBC's Great New Season" was produced by the NBC Advertising Department.

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NBC, New York - 9/4/64

NBC COLOR TELEVISION NEWS

SEASON PREMIERE

'THE JACK PAAR PROGRAM' STARTS NEW 1964-65 SEASON WITH
MARY MARTIN, MIKE NICHOLS AND ELAINE MAY AS GUESTS

FOR RELEASE TUESDAY, SEPT. 8

With Mary Martin, Mike Nichols and Elaine May as guests, "The Jack Paar Program" will raise the curtain on the 1964-65 season Friday, Sept. 25 (10-11 p.m. NYT), beginning its third year in color on the NBC-TV Network.

Miss Martin is flying to New York from Brazil especially for this program on which she will sing as well as chat informally with Paar. Also, Paar will present films which he shot during his six-day visit in August with wife, Miriam, and daughter, Randy, as guests of the internationally known star and her husband, producer Richard Halliday, at their huge ranch located in the Brazilian wilderness. The ranch sequences show Miss Martin tending her 6,000 chickens, riding the range overseeing her herd of Brahman cattle, cooking over a wood-burning stove (there's no electricity at the ranch) and performing various do-it-yourself chores. The highlight of the day occurs at 7 p.m. when everyone stops to listen to the Voice of America on a battery-operated radio.

Nichols and May will make the first of their six appearances during the new season with Paar on this premiere program. These appearances of the inventive comedy team, who write and perform their

(more)

own material, will effect a three-way reunion. Nichols and May made their TV debut on Paar's "Tonight" show, Oct. 25, 1957. Also, of late, they have been devoting their talents to individual projects rather than working as a team, with Mike concentrating on directing assignments and Elaine engaged in a variety of writing projects.

Guests on subsequent programs will include: Nat Cole, Joe E. Lewis, Steve Lawrence and Eydie Gorme, Robert Goulet, Bill Cosby, the team of Anna Maria Alberghetti and John Bubbles, Godfrey Cambridge, Oscar Levant, Liberace, Victor Borge, Charlton Heston, Inga Swenson and many others. In November, Paar will fly to England to tape two shows with several of Britain's leading personalities expected to appear as guests.

"The Jack Paar Program" is produced by Paar with Paul Orr, Paul W. Keyes and Tom Cochran. Hal Gurnee is the director and Jose Melis is musical director.

NBC-TV PROGRAM HIGHLIGHT SEPT. 25

THE JACK PAAR PROGRAM: Mary Martin and team of Mike Nichols and Elaine May are studio guests. Also, Paar's films of Miss Martin in real-life role as rancher in Brazil will be shown. (Season premiere. Color.)

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NBC-New York, 9/4/64

NBC COLOR TELEVISION NEWS

September 4, 1964

CREDITS FOR 'THE JACK PAAR PROGRAM' COLORCASTS ON NBC-TV

Time:	NBC-TV colorcasts Fridays, 10-11 p.m. NYT.
Season Premiere Date:	Sept. 25, 1964
Starring:	Jack Paar
Original Premiere Date:	Sept. 21, 1962
Format:	Guest stars, informal conversation, interviews, musical numbers and special film segments.
Produced by	Jack Paar with Paul Orr, Paul W. Keyes and Tom Cochran
Directed by	Hal Gurnee
Writers:	Paul W. Keyes and David Lloyd
Program Consultant:	Robert Carmen
Musical Director:	Jose Melis
Assistant Director:	Peter Fatovich
Scenic Designer:	Charles Rosen
Unit Manager:	Edward Rossi
Origination:	NBC Studios, New York
Sponsors:	Various
NBC Press Representatives:	Hal Bender (New York) and Frank Farrell (Burbank).

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STARS, COMEDY, DRAMA AND COLOR ARE MAJOR INGREDIENTS AS BOB HOPE STARTS NEW SEASON OF CHRYSLER TELECASTS

FOR RELEASE TUESDAY, SEPT. 8

Bob Hope rings up the curtain on his 15th consecutive season of NBC-TV specials with headliners Milton Berle, Jack Benny, Dean Martin and Phyllis Diller in the premiere variety hour of his weekly Chrysler-sponsored series Friday, Sept. 25 (8:30-9:30 p.m. NYT).

Les Brown and his Band of Renown, long associated with Hope both in radio and television, returns to provide the musical accompaniment.

This program marks the first of eight "Chrysler Presents a Bob Hope Comedy Special" offerings to star Hope during the season. Six of these will be variety shows; two will be filmed comedies in color. One of the filmed comedies scheduled will be a Western satire, "Have Girls, Will Travel," with guest stars Jill St. John, Rhonda Fleming, Marilyn Maxwell, Aldo Ray, Rod Cameron, Sonny Tufts and Bruce Cabot.

Included in the six variety formats will be a 90-minute special highlighting the comedian's annual Christmas trip to entertain American GI's overseas.

On Friday, Oct. 2, Fred Astaire and Barrie Chase are reunited, dancing together in their first TV musical comedy, "Think Pretty," marking the premiere of the "Bob Hope Presents the Chrysler Theatre" colorcast series.

(more)

In succeeding weeks drama, musical comedy and variety hours will constitute the varying fare to be offered by Chrysler in the same time period for the second season. Among the series' highlights will be the debuts of entertainment stars long considered "holdouts" from TV drama. Janet Leigh will make her bow co-starring with Bobby Darin in Stirling Silliphant's suspenseful "Murder in the First." George Hamilton takes the plunge in the drama of a Korean War defector, "The Turncoat." Shirley Jones will star in "The Shattered Glass." In her first full-hour filmed drama Anne Bancroft will co-star with Jack Warden and Fay Bainter in "Out on the Outskirts of Town" by William Inge, marking the first entry by the noted playwright in the TV medium.

Other highlights of Hope's 1964-65 television series include dramas written by Budd Schulberg, Rod Serling, Adrian Spies, Lorenzo Semple and John Haase. Directors for the new season will include award-winners Sydney Pollack, Stuart Rosenberg, and -- from Broadway -- Frank Corsaro, making his TV debut.

The Hope variety hours will be directed by Jack Shea and written by Mort Lachman and Bill Larkin, John Rapp and Lester White, and Charles Lee, with additional material by Gig Henry and with Norman Sullivan as consultant.

Dick Berg is executive producer of the "Chrysler Theatre" dramas, Harry Tugend is executive producer of the filmed comedies starring Hope, and producers of the filmed presentations include Mort Lachman, Richard Lewis and Richard Collins.

The series is sponsored by Chrysler Corporation through Young and Rubicam Company Inc. advertising agency.

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NBC-New York, 9/4/64

CREDITS FOR 'CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL'

Program:	"Chrysler Presents a Bob Hope Comedy Special"
Time:	NBC-TV Network, Fridays, 8:30-9:30 p.m. NYT. Six variety shows in black and white; two Hope-starring book shows in color.
Starring:	Bob Hope
Guest stars:	Top names in the entertainment world.
Format:	Five variety hours, one 90-minute program based on Hope's annual Christmas tour of overseas bases and two "book shows."
Executive producer:	Bob Hope
Writers:	Mort Lachman and Bill Larkin; Lester White and John Rapp; Charles Lee
Consultant:	Norman Sullivan
Additional Material:	Gig Henry
Production:	Variety hours taped at NBC's Burbank studios. "Book shows" filmed at Universal City. Overseas Christmas show filmed on location.
Sponsor and agency:	Chrysler Corporation, through Young and Rubicam Company Inc. advertising agency.
NBC Press Representatives:	Bill Faith (Burbank); Al Cammann (New York).

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NBC-New York, 9/4/64

September 4, 1964

CREDITS FOR 'BOB HOPE PRESENTS THE CHRYSLER THEATRE'

Program:	"Bob Hope Presents the Chrysler Theatre"
Date and time:	NBC-TV Network, Friday colorcasts, 8:30-9:30 p.m. NYT.
Format:	Full-hour colorcasts of varied dramatic fare.
Host:	Bob Hope
Guest stars:	Top names from the worlds of television and motion pictures.
Executive producer:	Dick Berg
Producers:	Harry Tugend, Charles Russell, George Lefferts, others.
Associate producer:	Ron Roth
Writers:	Rod Serling, Adrian Spies, Stirling Silliphant, Joel Carpenter, Mitchell Wilson, Michael Blankfort, Ben Maddow, Robert Kaufman, George Kirgo, Ellis St. Joseph, Harvey Briet, Robert Yale Libbot, others.
Production:	Filmed in color at Universal Studios, in association with Hope Enterprises and NBC.
Sponsor (and agency):	Chrysler Corporation (Young & Rubicam Company, Inc.)
NBC Press representatives:	Bill Faith (Burbank); Al Cammann (New York)

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NBC COLOR TELEVISION NEWS

September 4, 1964

PRODUCER DORTORT DISCUSSES PLANS FOR NEW SEASON'S "BONANZA"

"Bonanza" producer David Dortort will explore new story areas and increase location shooting to keep his show exciting and fresh for the 1964-65 season, the sixth year for the NBC-TV color series starting Sunday, Sept. 20 (9-10 p.m. NYT).

In their permanent places will be Lorne Greene as the patriarchal Ben Cartwright, and Pernell Roberts, Dan Blocker and Michael Landon as Adam, Hoss and Little Joe.

"In the new season, there will be deeper family crises than in the past," Dortort predicts. "The boys are growing up and they'll be faced with greater adult problems. But, the show will continue to point up the moral importance of strong family ties. And, there'll be comedies. We'll continue to show the lighter side of the old West."

Visually, Dortort will draw on the beautiful lake country of southern Nevada, the Kern River country of California and the wooded mountain area near Flagstaff, Arizona, site of the largest stand of Ponderosa Pine in the world.

"Since our show is shot in color, these areas will give the viewer a welcome change from the arid, rock-strewn locations used

(more)

by most Westerns," Dortort says. "We want to take full advantage of the edge color gives us."

New story areas and fresh, vivid color rendition of some of the nation's most-beautiful scenic locations are all part of Dortort's formula for the show's sixth season -- a season "Bonanza" enters still piling up honors as the world's (56 countries) favorite TV series.

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NBC-New York, 9/4/64

CREDITS FOR 'BONANZA' COLORCASTS ON NBC-TV

Time:	Sundays (9-10 p.m. NYT) in color, new season starts Sept. 20
Original starting date:	September 12, 1959
Format:	Hour-long western film series in color. Set in the Lake Tahoe country of Nevada during the days of the silver and gold rushes. Stories are told through the eyes of the fictional Cartwright family.
Starring:	Lorne Greene as Ben Cartwright, Pernell Roberts as Adam Cartwright, Dan Blocker as Hoss Cartwright and Michael Landon as Little Joe Cartwright.
Produced by	NBC-TV Network
Filmed at:	Paramount Studios, Hollywood
Producer:	David Dortort
Directors:	Various
Associate Producer:	James W. Lane
Production Executive:	Bob Stillman
Music by	David Rose
Directors of photography:	Haskel Boggs and Bill Whitley
Story editor:	Frank Cleaver
Color consultant:	Edward P. Ancona
"Bonanza" song by:	Jay Livingston and Ray Evans
Art directors:	Hal Pereira and Earl Hedrick

(more)

Edited by	Ellsworth Hoagland, Everett Douglas and Marvin Coyle
Unit manager:	Kent McCray
Casting supervisor:	William Maybery
Assistant director:	Ralph E. Black
Set decoration:	Sam Comer and Grace Gregory
Sound recording:	Lyle Figland and Joel Moss
Sponsor (and agency):	Chevrolet Motor Division of General Motors Corporation (Campbell-Ewald Company)
NBC Press representatives:	Bill Kiley (Burbank); Al Cammann (New York)

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NBC-New York, 9/4/64

September 4, 1964

DANNY THOMAS DOUBLES AS THE GUEST STAR AND DIRECTOR IN 'BILL DANA SHOW' EPISODE, 'DANNY THOMAS, I LOVE YOU'

Danny Thomas doubles as guest star and director in an episode titled, "Danny Thomas, I Love You" on NBC-TV's "Bill Dana Show" Sunday, Sept. 27 (8:30-9 p.m. EDT).

"Jose Jimenez" (Dana) does everything wrong in trying to do right for his idol, Thomas, who is staying at the Park Central Hotel while in New York to confer with network officials about new shows. After much loss of sleep and patience, Thomas settles for Jose's basement room and it is in this unimpressive environment that the important conference takes place. While Danny fails to return the admiration bestowed on him by Jose, the network brass, played by Howard Wendell and Frank Wilcox, see quite a different side to the mixup and Jimenez once again comes out on top.

(Danny Thomas will star in NBC-TV specials during 1964-65 and also heads the cast of the network's "Make Room for Daddy" series.)

NBC-TV PROGRAM HIGHLIGHT SEPT. 27

THE BILL DANA SHOW: "Danny Thomas, I Love You" -- Jose finally succeeds in doing right, after many wrongs, in serving his idol during Danny's stay at the hotel.

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NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 4, 1964

CREDITS FOR 'GANGES--SACRED RIVER,' NBC NEWS COLOR TV SPECIAL

TUESDAY, SEPT. 15 (10-11 P.M. EDT)

Description:	Full-hour NBC News color TV special portraying India's Ganges River and life along its 1,560-mile course. The cameras trace the Ganges, considered sacred by the Hindus, from its source in the Himalayas to its mouth in the Bay of Bengal. The object is to reflect the people and the spiritual feeling they have for the river. The program is a companion piece to "The River Nile," an NBC News color TV special which won critical and popular acclaim when first telecast in 1962 and was repeated this year.
Narrator:	Michael Rennie
Produced by	Lou Hazam
Written by	Peter Jeffries
Cameraman:	Robert F. Donahue
Associate Producer:	Peter Jeffries
Film Editor:	Loftus McDonough
Original Score Composed and Conducted by	George Kleinsinger
Production Adviser:	Sailen Dutt
Unit Manager:	Gene Martel
Sponsor:	Humble Oil & Refining Company
Agency:	McCann-Erickson of Houston
NBC Press Representative:	Arthur Oppenheim (New York)

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NBC COLOR TELEVISION NEWS

September 4, 1964

DATE CHANGES FOR 'HALLMARK HALL OF FAME'

"The Magnificent Yankee," starring Alfred Lunt and Lynn Fontanne, will be presented on NBC-TV's "Hallmark Hall of Fame" in color, Thursday, Jan. 28 from 9:30 to 11 p.m. NYT, instead of Wednesday, Feb. 3 as announced in the NBC Daily News Report dated 9/3/64.

"The Holy Terror," starring Julie Harris, Denholm Elliott, Torin Thatcher, Kate Reid, Leueen McGrath, Brian Bedford and Alan Webb, will be presented on Wednesday, April 7 from 7:30 to 9 p.m. NYT, rather than Thursday, April 8, as announced in the same release.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 4, 1964

REPUBLICAN VICE PRESIDENTIAL CANDIDATE WILLIAM E. MILLER WILL BE THE SEPT. 13 INTERVIEW GUEST OF 'MEET THE PRESS'

Representative William E. Miller of New York, the Republican Vice Presidential candidate, will be the guest on "Meet the Press" Sunday, Sept. 13 (NBC-TV Network live colorcast from Washington, D. C., at 6 p.m. EDT; NBC Radio Network broadcast at 6:30 p.m. EDT).

This will be the first national television and radio interview for Representative Miller after he officially opens his campaign as Senator Barry Goldwater's running mate Sept. 5.

The panel to interview Representative Miller consists of Mrs. May Craig of the Portland (Me.) Press Herald, Lucian Warren of the Buffalo (N.Y.) Courier-Express, Richard Hunt of NBC News, and Lawrence E. Spivak, the program's producer and permanent panelist. Bryson Rash of NBC News will be the moderator.

NBC-TV AND RADIO PROGRAM HIGHLIGHT SEPT. 13

MEET THE PRESS: Representative William E. Miller, the Republican Vice Presidential candidate, will be interviewed.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020

September 4, 1964

INTERNATIONAL LATEX BUYS INTO 9 NBC-TV
PRIME-TIME PROGRAMS FOR 1964-65

International Latex Corp. has purchased sponsorship in nine NBC-TV prime-time programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "90 Bristol Court," "The Andy Williams Show," "The Jonathan Winters Show," "That Was the Week That Was," "The Virginian," "Wednesday Night at the Movies," "The Jack Paar Program," "Kentucky Jones" and "Saturday Night at the Movies."

The order was placed through Ted Bates & Co. Inc.

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NBC SPORTS

A DEPARTMENT OF NBC NEWS

September 4, 1964

SIX STRAIGHT HOURS OF SPORTS COVERAGE OFFERED NATION'S SPORTS FANS BY NBC-TV SATURDAY, SEPT. 12

NBC-TV will provide the nation's sports fans with six straight hours of sports coverage on Saturday, Sept. 12 -- with four former sports stars among the commentators.

NBC-TV broadcasters during the 12 noon to 6 p.m. EDT schedule of sports programs will include former basketball ace Bud Palmer, former Notre Dame football star and coach Terry Brennan, former Davis Cup star and tennis champion Vic Seixas and former golf champion Cary Middlecoff.

NBC-TV's sports lineup for Sept. 12 follows (all times EDT):

12 noon -- "NBC Sports Special" covers the annual Pikes Peak Auto Hill Climb. Bud Palmer reports. (Color)

12:30 p.m. -- "College Football Close-Up" visits the campuses of Pittsburgh and UCLA. Jim Simpson and Lou Boda report.

12:45 p.m. -- First game of "1964 NCAA College Football" schedule -- Pittsburgh vs. UCLA at Pitt Stadium. Lindsey Nelson and Terry Brennan report. (Color)

3:30 p.m. (approximately) -- "College Football Scoreboard," with Jack Lescoulie and Bill McCord reporting.

(more)

3:45 p.m. (approximately) -- National Singles Tennis Championships at West Side Tennis Club, Forest Hills, N. Y. Part of semi-final round. Vic Seixas and Bud Collins report.

4:30 to 6 p.m. -- World Series of Golf at Firestone Country Club in Akron, Ohio. Last six holes of first round of two-day tourney. Commentators are Bud Palmer, Chick Hearn, Jack Brickhouse and Cary Middlecoff. (Color)

NBC-TV will present four more hours of sports on Sunday, Sept. 13, with the finals of the tennis tourney being covered from 2 to 4:30 p.m. EDT, and the final six holes of the golf classic being colorcast from 4:30 to 6 p.m. EDT.

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NBC, New York - 9/4/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 4, 1964

NBC NEWSMAN ALVIN ROSENFELD, WOUNDED IN CYPRUS, NOW IN NEW YORK FOR SURGERY TO REMOVE BULLET FROM HIS HEAD

NBC News correspondent Alvin Rosenfeld, who was wounded in Cyprus Aug. 9, was brought to New York from Jerusalem last night (Thursday, Sept. 3) for surgery to remove a bullet from his head.

At Harkness Pavilion, Columbia Presbyterian Medical Center, he described his ordeal of waiting 10 hours for help after he was shot.

Rosenfeld was transferred to an ambulance at Kennedy International Airport upon his arrival aboard an El Al Israel Airlines plane. He was accompanied on the flight by Dr. Moshe M. Feuchtwanger of Hadassah University Hospital in Jerusalem, where he had been a patient.

"There was considerable fighting going on in the northwest part of Cyprus," Rosenfeld recalled. "The Greeks had mounted an offensive and the Turkish air force had bombed several buildings.

"I went out with my cameraman (Jay Miller) into this area where there was fighting. It was a no man's land near the village of Mansoura, which was half in Greek hands and half in Turkish hands. I was driving down a hill road toward a valley. Correspondents have driven down this road many times. We had a rented car which had a white stripe around it and Miller was waving a white handkerchief.

"I got shot. Whether or not they fired at me specifically is very difficult to tell. I was unconscious until the car came to a halt on two wheels in a ditch.

(more)

"Miller said they continued to fire at us. He tried to get help. It took 10 hours before an ambulance came. After a while I got out of the car and lay on the ground. During most of those 10 hours, while Miller was trying to get help, I was alone. I was conscious part of the time and unconscious part of the time.

"I was not aware that so much time went by, but the accident had happened about 5:30 p.m. and I was aware that night had fallen and I was alone. I was not frightened but I was concerned about when someone would come and help me.

"Finally a Swedish UN ambulance came and took me to the nearest hospital a half hour's drive away. I was given plasma and then I was taken to the British military base hospital at Dekelia, five hours away. Until I got there I had not been in a hospital bed for over 15 hours."

Later he was transferred to Hadassah University Hospital.

Rosenfeld said he does not remember hearing any sounds other than rifle bullets, yet doctors have told him he may have been struck by a grenade or some other metallic object. He said he believes he was hit by a bullet which was spent after shattering the car's windshield.

His wife, Judy, is expected to arrive in New York next week. She was unable to travel with him because their eight-month-old son, Joel, has just had an operation. Rosenfeld and the infant were in the same hospital in Jerusalem.

The Rosenfelds have two other children, Michael, eight, and Dana, six.

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NBC, New York - 9/4/64

September 4, 1964

ROSTER OF THE MEMORABLE TELECASTS

ON 'HALLMARK HALL OF FAME'

Since its inception in 1951, NBC-TV's "Hallmark Hall of Fame" has been commended for the high quality of its offerings. Illustrating the calibre of the "Hallmark" productions is the following complete list of the programs and the stars who appeared in them.

This list should prove useful to editors as a reference source, when recalling memorable moments over the years in television, many of which have been provided by the "Hallmark Hall of Fame."

* * *

1951-52

AMAHL AND THE NIGHT VISITORS - Dec. 24, 1951
Chet Allen (in title role) Andrews McKinley
Rosemary Kuhlmann Leon Lisher
David Aiken

AMAHL AND THE NIGHT VISITORS - April 13, 1952
(Easter) - (Repeat)

(more)

1952-53

AMAHL AND THE NIGHT VISITORS - Dec. 25, 1952
(repeat with one change - Bill McIver, 10 years old, in title role)

HAMLET - April 26, 1953. First two-hour network TV show. First Shakespeare TV classic.
Maurice Evans — Sarah Churchill
Ruth Chatterton — Barry Jones

1953-54

AMAHL AND THE NIGHT VISITORS - Dec. 20, 1953. First sponsored network color show. (1 hr.)

KING RICHARD II - (2-hr. show) Jan. 24, 1954
Maurice Evans

MACBETH - (2-hr. show) Nov. 28, 1954
Maurice Evans
Judith Anderson

AMAHL AND THE NIGHT VISITORS - (1-hr. show) Dec. 19, 1954
(repeat)

1955-56

ALICE IN WONDERLAND - Oct. 23, 1955
Gillian Barber — Eva LeGallienne
Martyn Green — Burr Tillstrom
Bobby Clark

THE DEVIL'S DISCIPLE - Nov. 20, 1955
Maurice Evans — Teresa Wright
Ralph Bellamy — Dennis King

DREAM GIRL - Dec. 11, 1955
Vivian Blaine
Hal March

THE CORN IS GREEN - Jan. 8, 1956
John Kerr — Joan Lorring
Eva LeGallienne — Meville Cooper

1955-56

THE GOOD FAIRY - Feb. 5, 1956
Julie Harris — Cyril Ritchard
Walter Slezak — Roddy McDowall

THE TAMING OF THE SHREW - March 18, 1956
Maurice Evans — Lilli Palmer — Diane Cilento

THE CRADLE SONG - May 6, 1956
Judith Anderson — Barry Jones
Siobhan McKenna — Anthony Franciosa

(more)

1956-57

BORN YESTERDAY - Oct. 28, 1956
Mary Martin
Paul Douglas

MAN AND SUPERMAN - Nov. 25, 1956
Maurice Evans
Joan Greenwood

THE LITTLE FOXES - Dec. 16, 1956
Greer Garson
Franchot Tone
Sidney Blackmer
E. G. Marshall

THE LARK - Feb. 10, 1957
Julie Harris
Boris Karloff
Eli Wallach
Basil Rathbone

THERE SHALL BE NO NIGHT - March 15, 1957
Charles Boyer
Katherine Cornell

THE YEOMAN OF THE GUARD - April 10, 1957
Alfred Drake
Celeste Holm
Bill Hayes
Barbara Cook

1957-58

THE GREEN PASTURES Oct. 17, 1957
William Warfield
Eddie "Rochester" Anderson
Earl Hyman

ON BORROWED TIME - Nov. 17, 1957
Ed Wynn
Claude Rains

TWELFTH NIGHT - Dec. 15, 1957
Maurice Evans

HANS BRINKER OR THE SILVER SKATES - Feb. 9, 1958
Tab Hunter
Peggy King
Basil Rathbone
Dick Button

1957-58

LITTLE MOON OF ALBAN - March 24, 1958
Julie Harris
Barry Jones
Christopher Plummer

DIAL M FOR MURDER - April 25, 1958
Rosemary Harris
John Williams
Maurice Evans

(more)

1958-59

JOHNNY BELINDA - Oct. 13, 1958
Julie Harris — Victor Jory
Christopher Plummer — Rip Torn
Betty Lou Holland

KISS ME, KATE - Nov. 20, 1958
Alfred Drake — Bill Hayes
Patricia Morison — Harvey Lembeck
Julie Wilson — Jack Klugman

THE CHRISTMAS TREE - Dec. 14, 1958
Ralph Bellamy — Tom Poston
Carol Channing — Cyril Ritchard
Maurice Evans — William Shatner
Jessica Tandy

BERKELEY SQUARE - Feb. 5, 1959
John Kerr — Edna Best
Jeannie Carson — Janet Munro

THE GREEN PASTURES - March 23, 1959
(repeat)

AH WILDERNESS! - April 28, 1959
Helen Hayes — Burgess Meredith
Lloyd Nolan — Betty Field
Lee Kinsolving

1959-60

WINTERSET - Oct. 26, 1959
Don Murray — George C. Scott
Piper Laurie — Charles Bickford
Martin Balsam

A DOLL'S HOUSE - Nov. 15, 1959
Julie Harris — Hume Cronyn
Christopher Plummer — Eileen Heckart
Jason Robards, Jr.

CHRISTMAS FESTIVAL - Dec. 13, 1959
Walter Slezak — Dick Button
Obernkirchen Children's Choir — Judith Anderson (narrator)

1959-60

THE TEMPEST - Feb. 3, 1960
Maurice Evans — Roddy McDowall
Richard Burton — Liam Redmond
Lee Remick

THE CRADLE SONG - April 10, 1960
Helen Hayes — Charles Bickford
Judith Anderson — Geoffrey Horne
Siobhan McKenna — Kathy Willard

(more)

1959-60 (CONT'D)

CAPTAIN BRASSBOUND'S CONVERSION - May 2, 1960
Christopher Plummer
Greer Garson

1960-61

SHANGRI-LA - Oct. 25, 1960
Richard Basehart
Marisa Pavan
Gene Nelson
Alice Ghostley
Helen Gallagher
Claude Rains

MACBETH - Nov. 20, 1960
Maurice Evans
Dame Judith Anderson

GOLDEN CHILD - Dec. 16, 1960
Jerome Hines
Patricia Neway
Brenda Lewis
Stephen Douglass

TIME REMEMBERED - Feb. 7, 1961
Christopher Plummer
Dame Edith Evans
Janet Munro
Barry Jones

GIVE US BARABBAS - March 26, 1961
James Daly
Kim Hunter
Dennis King

THE JOKE AND THE VALLEY - May 5, 1961
Dean Stockwell
Thomas Mitchell
Guest star - Keenan Wynn

1961-62

MACBETH - Oct. 20, 1961
(repeat)

VICTORIA REGINA - Nov. 30, 1961
Julie Harris
James Donald
Felix Aylmer
Pamela Brown
Isabel Jeans
Basil Rathbone

ARSENIC AND OLD LACE - Feb. 5, 1962
Boris Karloff
Tony Randall
Mildred Natwick
Tom Bosley
Dorothy Stickney

1961-62

GIVE US BARABBAS - April 15, 1962
(repeat)

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6 - 'Hallmark Hall of Fame'

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THE TEAHOUSE OF THE AUGUST MOON - Oct. 26, 1962
John Forsythe
David Wayne
Paul Ford
Miyoshi Umeki

CYRANO DE BERGERAC - Dec. 6, 1962
Christopher Plummer
Hope Lange

PYGMALION - Feb. 6, 1963
Julie Harris
James Donald
John Williams
Gladys Cooper
George Rose

THE INVINCIBLE MR. DISRAELI - April 4, 1963
Trevor Howard
Greer Garson

1963-64

THE TEMPEST - Oct. 20, 1963
(repeat)

THE PATRIOTS - Nov. 15, 1963
Charlton Heston
Howard St. John
Peggy Ann Garner
John Fraser
Michael Higgins
Laurinda Barrett
Frederick O'Neal

A CRY OF ANGELS - Dec. 15, 1963
Walter Slezak
Maureen O'Hara

ABE LINCOLN IN ILLINOIS - Feb. 5, 1964
Jason Robards, Jr.
Kate Reid

LITTLE MOON OF ALBAN - March 18, 1964
Julie Harris
Dirk Bogarde

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NBC-New York, 9/4/64

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 8, 1964

UNITED STATES BORAX & CHEMICAL CORP. BUYS SPONSORSHIP IN FIVE NBC-TV DAYTIME PROGRAMS FOR 1964-65

United States Borax & Chemical Corporation has purchased sponsorship in five NBC-TV Monday-through-Friday daytime programs for 1964-65, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The programs are "Make Room for Daddy," "Let's Make a Deal," "You Don't Say!," "The Loretta Young Show," and "Word for Word."

The agency for United States Borax & Chemical Corporation is McCann-Erickson Inc.

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NBC NEWS ELECTION YEAR '64

September 8, 1964

NBC NEWS TO COVER PRESIDENTIAL AND VICE-PRESIDENTIAL CAMPAIGNS WITH LARGEST REPORTORIAL STAFF EVER ASSIGNED TO SUCH CONTESTS

NBC News will cover the 1964 political campaigns with the largest reportorial staff ever assigned to such coverage, Robert Northshield, General Manager of NBC News, announced today.

The campaign activities of President Johnson and Senator Goldwater will be covered by teams of three NBC News correspondents each and the activities of Senator Humphrey and Representative Miller by two-man teams. Each team will be headed by a supervisor and will include a unit manager. Camera crews will accompany the teams or join them for specific assignments.

"NBC News has increased its operation for covering this year's Presidential contest because we feel it will be an exceptionally exciting and significant one," said Northshield, who is in charge of NBC's entire political coverage this election year.

Eight special full-hour NBC News programs will be devoted to the political campaigns. In addition, extensive coverage will be presented on the "Huntley-Brinkley Report," which, Northshield noted, "was expanded to a half-hour to provide sufficient time for carrying important and long-running stories of this kind." There also will be campaign coverage on other regular news programs: "Today," "Sunday," and the four five-minute news programs presented each weekday.

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The reportorial teams are:

For President Johnson -- Daniel P. O'Connor, supervisor; White House correspondent Robert Goralski; correspondents Tom Pettit and Ron Nessen.

For Senator Goldwater -- Don Roberts, supervisor; correspondents Robert MacNeil, Robert Abernethy and Neil Boggs.

For Senator Humphrey -- William J. Boyle, supervisor; correspondents Ray Scherer and Geoffrey Pond.

For Representative Miller -- Ray Weiss, supervisor; correspondents Richard Hunt and Charles Quinn.

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NBC-New York, 9/8/64

NBC COLOR TELEVISION NEWS

September 8, 1964

FRED ASTAIRE AND BARRIE CHASE WILL CO-STAR ON NBC
IN THEIR FIRST TV MUSICAL COMEDY, 'THINK PRETTY'

The award-winning team of Fred Astaire and Barrie Chase, dancing together for the first time in three years, will co-star in Astaire's first TV musical comedy, "Think Pretty," premiere attraction of "Bob Hope Presents The Chrysler Theatre" colorcast series Friday, Oct. 2 (NBC-TV Network, 8:30-9:30 p.m. EDT).

Roger Perry and Louis Nye co-star with Astaire and Miss Chase in the full-hour production, directed by Jack Arnold, produced by Richard Lewis and choreographed by Hermes Pan. Original music is by Johnny Williams with the title song, "Think Pretty," by Tommy Wolf.

The teleplay by Garry Marshall and Jerry Belson was adapted from a story by Bill Persky and Sam Denoff.

Record company owner Fred Addams (Astaire), badly needing a hit album to stay in the black, is trying to sign top comic Mickey Marshall (Nye) to the Addams label. However, Marshall relies heavily on the advice of his manager Tony Franklin (Miss Chase), who wants him to re-sign with a rival company. She is willing, however, to listen to Fred's high-pressure salesmanship which includes dancing (the

(more)

Watusi) and romancing cozy champagne supper, and just as she is beginning to thaw, she discovers that Fred has employed trickery to sign her comic.

Astaire and Miss Chase are featured in several dance productions including the Watusi routine. Fred also sings "Think Pretty."

Included in the supporting cast are Eddie Ryder as Shelley, Reta Shaw as Penny, Linda Foster as Lori Addams, Marilyn Wayne as Shirley, Jack Bernardi as Max, Doris Kemper as Hannah, Edward Mallory as Quinn Randall and Bob Random as Roger.

(EDITOR'S NOTE -- One week earlier in the same time period, Friday, Sept. 25, "Chrysler Presents a Bob Hope Comedy Special" with guests Milton Berle, Jack Benny, Dean Martin and Phyllis Diller. It will be Hope's first variety offering of his second season of weekly programs.)

NBC-TV NETWORK PROGRAM HIGHLIGHT OCT. 2

"BOB HOPE PRESENTS THE CHRYSLER THEATRE" -- "Think Pretty" -- Fred Astaire and Barrie Chase, dancing together for the first time since their award-winning variety performances, co-star in their first TV musical comedy. Roger Perry and Louis Nye co-star. (Color.)

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NBC, New York - 9/8/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

September 8, 1964

'HUNTLEY-BRINKLEY REPORT' STARTS SECOND YEAR IN HALF-HOUR FORMAT WITH SUBSTANTIAL LEAD OVER COMPETITIVE NETWORK NEWSCASTS

The Huntley-Brinkley Report, which begins its second season tomorrow (Wednesday, Sept. 9) in its expanded half-hour format, has proved to be an outstanding success both in acceptance by the public and commercially, according to William R. McAndrew, Executive Vice President in Charge of NBC News.

McAndrew pointed to the year-long trend that has seen the "Huntley-Brinkley Report" build up a substantial lead over competitive network newscasts until it now enjoys a nightly audience twice as large as the ABC-TV news entry and an edge over a million homes more than are tuned to CBS-TV.

The program is 90 percent sold out, something McAndrew said he did not believe had been achieved before for a half-hour five-nights-a-week show. Furthermore, he said, negotiations are being held to sell the remaining 10 percent of time.

Key to the success of the program, of course, has been the authoritativeness, knowledge and hard work brought to it by Chet Huntley and David Brinkley. Their success as a news team, since they were brought together for the 1956 national political conventions, is unmatched in television history.

Part of the success also can be found in executive producer Reuven Frank, who assumed that position for the first "Huntley-Brinkley Report" Oct. 29, 1956. Through the years Frank has built up a smoothly functioning unit, based in New York and Washington but with

(more)

correspondents in every area of the world, that daily films, writes, edits and narrates material for the 30-minute show.

McAndrew and Frank believe one of the most rewarding aspects of the expanded format has been the opportunity it has given NBC News to develop new reportorial talent. Exposure on the "Huntley-Brinkley Report" has helped make correspondents Elie Abel and Robert MacNeil the outstanding television reporters they are today, McAndrew said.

Examples of younger talent are Garrick Utley, Dean Brelis, Andrew Pearson. These men, Frank said, have been in the right place at the right time and, given the chance to produce, have come through admirably. They are now looked on as dependable and excellent newsmen who add considerably to the already talent-laden NBC News staff.

Utley, son of the highly respected newsman Clifton Utley, got his start in Brussels under NBC News correspondent John Chancellor. This was only fair since Chancellor himself broke into journalism as a "man Friday" for Clifton Utley. Young Garrick now has a roving assignment, and has filed stories for the "Huntley-Brinkley Report" and NBC News from such locations as Brussels, Saigon, Hong Kong and London.

Brelis two years ago resigned a news position in the United States to go to Greece and write a novel. To help with his living expenses, he had arranged to act as a stringer from Athens for NBC News. Brelis never has gotten to his novel. He has been roving the Mediterranean and the Middle East for NBC News since his arrival there. He is credited with giving NBC News several important beats when the crisis on Cyprus arose earlier this year.

Pearson, son of the late Leon Pearson and nephew of Drew Pearson, is a one-man gang ... cameraman, writer and commentator.

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He now is based in Saigon, working for the "Huntley-Brinkley Report." Of him, Frank says admiringly, "It may take him a month or two to work out the story, but when he does, we have something."

Pettit has been attached to the NBC News Los Angeles staff, but has filled in on numerous assignments for the "Huntley-Brinkley Report." His next assignment will be the Presidential campaign trail.

Frank has no major or even minor changes in store for the "Huntley-Brinkley Report." He has found that strictly feature pieces tend to slow down the program. Thus all features done on the show must be pegged to some current news event.

The success of the "Huntley-Brinkley Report," Frank said, can simply be attributed to getting the news fast and accurately, writing it well and presenting it professionally.

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NBC-New York, 9/8/64

CREDITS FOR 'THE HUNTLEY-BRINKLEY REPORT' ON NBC-TV

Time:	NBC-TV Network, Mondays through Fridays, 7-7:30 p.m. NYT.
Correspondents:	Chet Huntley, New York; David Brinkley, Washington.
Executive Producer:	Reuven Frank
Producer for Europe:	Eliot Frankel
Associate Producers:	William T. Corrigan, Washington Jack Fern, Tokyo William B. Hill, New York George F. Murray, New York
News Editor:	Irwin Safchik
Regional News Managers:	Robert Mulholland, Chicago Don Roberts, Los Angeles
Unit Manager:	Richard Diorio
Program Manager:	Stanley Rotkewicz
Directors:	Ray Lockhart Charles Sieg Frank Slingland
Film Technical Director:	John Canevari
Supervising Film Editor:	Gerald Polikoff
Film Editors:	Fred Flamenhaft, New York George Johnson, New York Gerald Boyle, New York Peter Gilmore, New York Edward Einarsen, Washington Christopher Michon, Chicago James Briley, Los Angeles
News Staff:	Roger Hansen Jack Perkins David Teitelbaum Patrick Trese Wallace Westfeldt Richard Hunt
Set designer:	Hjalmer Hermanson
Artist:	VanZandt Beverly
NBC Press Representative:	Jerry Beigel (New York)

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Premiere Dates:	Oct. 29, 1956 (quarter-hour format) Sept. 9, 1963 (half-hour format)
Sponsors and agencies:	Block Drug Co. (Grey Advertising); Aluminum Co. of America (Fuller & Smith & Ross); American Chicle Co. (Ted Bates & Co.); American Dairy Assn. (Compton Advertising Inc.); American Home Products Corp. (Ted Bates & Co.); General Cigar Co. Inc. (Young & Rubicam); John Hancock Mutual Life Insurance Co. (McCann-Erickson); Standard Brands Inc. (J. Walter Thompson), and J. B. Williams Co. Inc. (Parkson Advertising).
Origination:	NBC-TV Studios in New York and Washington.

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NBC-New York, 9/8/64

NBC COLOR TELEVISION NEWS

FOURTH SEASON OF 'SATURDAY NIGHT AT THE MOVIES'

STARTS WITH 'STRATEGIC AIR COMMAND'

The fourth season of NBC-TV's "Saturday Night at the Movies" will be off and winging with the premiere color film, "Strategic Air Command," starring James Stewart, June Allyson, Frank Lovejoy and Barry Sullivan, Saturday, Oct. 3 (9 p.m. EDT to conclusion). The drama concerns the atom-carrying force on whose retaliatory strength the U. S. relies to maintain peace.

During the 1964-65 season, "Saturday Night at the Movies" will present 30 first-telecast Paramount and Metro-Goldwyn-Mayer films, most in color and with approximately two-thirds released in 1955 or later.

"Strategic Air Command" concerns $70,000-salaried third baseman Robert "Dutch" Holland (Stewart), who is recalled to a 21-month tour of active duty with the Air Force. He and his wife, Sally (Miss Allyson), go to the SAC command, Carswell AFB, Fort Worth, Tex., where Lt. Col. Holland encounters Gen. Ennis Hawkes (Lovejoy), chief of SAC. With the assistance of Lt. Col. Rocky Samford (Sullivan), Holland grows familiar with the latest SAC aircraft and also is imbued with SAC's importance to national security.

This Paramount 1955 release was produced by Samuel J. Briskin and directed by Anthony Mann. Valentine Davies and Beirne Lay Jr. wrote the screenplay from a story by Lay.

NBC-TV PROGRAM HIGHLIGHT OCT. 3

SATURDAY NIGHT AT THE MOVIES: "Strategic Air Command" -- James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan star. (Season premiere. Color.)

-----o----- NBC-New York, 9/8/64

NBC COLOR TELEVISION NEWS

September 8, 1964

'BONANZA' TO START SIXTH YEAR ON NBC-TV SEPT. 20

Trying to bolster a friend's belief in himself, little Joe Cartwright (Michael Landon) teaches him gun-handling skill but learns that a sense of responsibility is not as easily passed on in "Invention of a Gunfighter," the episode which starts the sixth season of NBC-TV's "Bonanza" color series Sunday, Sept. 20 (9-10 p.m. EDT).

Guy Stockwell guest stars as Johnny Chapman, suitor of a saloon girl (Valerie Allen), who turns coward when he is challenged by the girl's former boyfriend, Mooney (Ron Foster). Little Joe teaches Johnny to become expert with a gun, but is dismayed when his student puts his new skill to bad use. The story makes an abrupt turn when teacher confronts master.

Lorne Greene, Dan Blocker, Michael Landon and Pernell Roberts also star in the episode, which was produced by David Dortort, directed by John Florea, and written by Dan Ullman.

NBC-TV PROGRAM HIGHLIGHT SEPT. 20

BONANZA: "Invention of a Gunfighter" -- Little Joe Cartwright sadly learns he can impart his gun-handling skill to a timid friend but not a code of conduct to go with it. (Color.)

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NBC COLOR TELEVISION NEWS

September 8, 1964

'G-E COLLEGE BOWL' STARTS ITS NEW SEASON SUNDAY, SEPT. 24

"G-E College Bowl," Peabody and Emmy Award-winning inter-collegiate question-and-answer series, will start its seventh season on TV and its second year as an NBC-TV color presentation when it resumes on the network Sunday, Sept. 20 (5:30-6 p.m. NYT).

Robert Earle is moderator of the fast-moving informational-educational entertainment program. He directs questions to opposing teams of college students, who compete for scholarship grants made to the schools they represent by the sponsor, the General Eiectric Company.

"G-E College Bowl" began as an NBC Radio Network series Oct. 10, 1953. Then, each four-member college team was on its own campus and the questions came from a moderator in NBC's New York radio studios via a three-way radio hookup. The program was revised to suit television presentation when it moved to CBS-TV Jan. 4, 1959, and each week's opposing teams were brought to New York to compete in the same studio. "College Bowl" returned to NBC when it started as a colorcast series Sept. 22, 1963.

Since its debut, the program has presented the cream of the nation's crop of bright and talented college and university students in weekly contests in which quick recall of facts -- in science, literature, government, world affairs, mathematics, history, mythology,

(more)

the performing arts and many other fields including nursery stories -- is paramount.

The rules of the contest provide that every week two teams of four students each compete against one another. The winning team receives a $1,500 scholarship grant for its school and the runner-up $500. The victors return the next week to face another school's group. Five consecutive victories are the maximum any school can win on the series. The earnings from five victories total $7,500 plus a $1,500 bonus for the fifth win, making a grand total of $9,000, and the coveted title of "Retired Undefeated Champions" -- an accomplishment achieved by less than 10 percent of the more than 200 school teams that have competed during the past six seasons.

"G-E College Bowl" is sponsored by the General Electric Company. The advertising agency is Maxon, Inc. The series is produced by John B. Cleary with Robert Hultgren as director, Shirley Lavine as associate producer and Nancy Fobes as editorial supervisor. The series is a Moses, Reid, Cleary Production and originates at NBC's studios in New York.

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NBC-New York, 9/8/64

CREDITS FOR 'G-E COLLEGE BOWL' ON NBC-TV

Time:	NBC-TV color series, Sundays (5:30 to 6 p.m. NYT). Returning Sept. 20, 1964.
Format:	Competitive information game covering Liberal Arts subjects.
Cast:	Robert Earle, moderator. Two teams of four undergraduate students from colleges and universities.
Producer:	John Cleary, for Moses, Reid, Cleary Productions.
Director:	Robert Hultgren.
Associate Producer:	Shirley Lavine.
Editorial Supervisor:	Nancy Fobes.
Research chief and editorial assistant:	Jean E. Heller.
Origination:	Live from NBC-TV Studios, New York
Sponsor (and agency):	General Electric Company (Maxon Inc.)
NBC Press representatives:	Al Cammann (New York); Jane Ober (Burbank).

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NBC-New York, 9/8/64

NBC NEWS ELECTION YEAR '64

September 8, 1964

PANEL OF FIVE NBC NEWS CORRESPONDENTS WILL DISCUSS PRESIDENTIAL CANDIDATES AND ISSUES IN MIDWEST TOUR

The candidates, party platforms and issues in the 1964 Presidential election will be discussed by a panel of five NBC News correspondents in visits to four cities, William R. McAndrew, Executive Vice President in charge of NBC News, announced today.

Merrill Mueller will be moderator of the discussions. The other panel members and their topics will be: Robert MacNeil (Senator Goldwater and the Republican Party), White House correspondent Robert Goralski (President Johnson and the Democratic Party), Elie Abel (the campaign as viewed from overseas), and Sander Vanocur (the platforms, issues and ideologies of the campaign).

Dates and places are:

Tuesday, Sept. 22 -- The Pittsburgh Ad Club, luncheon meeting.

Monday, Sept. 28 -- The Economic Club, Detroit, luncheon meeting.

Wednesday, Sept. 30 -- Marquette University, Milwaukee, evening program.

Friday, Oct. 2 -- The Executives Club, Chicago, luncheon meeting.

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The discussions are being presented in cooperation with NBC affiliated stations WIIC, Pittsburgh; WWJ-TV, Detroit, and WTMJ-TV, Milwaukee, and with WMAQ-TV, NBC's owned station in Chicago.

During the campaign preceding the 1962 gubernatorial elections, NBC News presented panel discussions on the political situation before organizations in Chicago and Los Angeles. Mr. McAndrew said the success of that venture led to the decision to expand this year's schedule of personal appearances by NBC News correspondents speaking on the coming election.

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NBC-New York, 9/8/64

INTERVIEW WITH MARC CHAGALL AT U.N. TO BE TELECAST ON 'TODAY' SHOW

An interview with the noted French artist Marc Chagall at the United Nations, in front of the stained glass windows he designed to commemorate the death of former U.N. Secretary-General Dag Hammarskjold, will be presented on NBC-TV's "Today" show Friday, Sept. 18 (during the 7:30 to 8 a.m. segment of the 7-9 a.m. EDT program).

NBC News' United Nations correspondent Pauline Frederick will interview Chagall, who is 77, in the lobby of the Secretariat Building, where the panel will be unveiled by Secretary-General U Thant Sept. 17. The date is the third anniversary of the death of Hammarskjold and a group of UN staff members, who were killed in a plane crash near Ndola, Northern Rhodesia, while on a UN mission.

The 200-square-foot panel was donated by Chagall, who began work on the original sketch 18 months ago. The work, executed in Rheims, France, symbolizes world peace. Miss Frederick will interview Chagall, through interpreter Basile Yakovlev, who also headed the U.N. staff committee that originated the project to have Chagall design the Hammarskjold memorial.

Before the Chagall interview, art critic Aline Saarinen, in the "Today" studio, will present a biography of Chagall and review some of his earlier works.

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NBC-New York, 9/8/64

NBC-TV NETWORK PROGRAM

TWO ORIGINAL TV PLAYS BY ROBERT CREAN, BOTH SEEN ON NBC'S 'CATHOLIC HOUR,' SELECTED FOR PAPERBACK ANTHOLOGY

Two original television plays by Robert Crean, both presented by the "Catholic Hour" on NBC-TV, will appear in a paperback anthology of the best dramatic scripts produced during the past 10 years on the national TV networks in cooperation with the National Council of Catholic Men. The Paulist Press, Glen Rock, N. J., will publish the book, "Four Contemporary Religious Plays," this month.

The Crean plays are "Once There Was a Postman," first telecast Oct. 21, 1962, and repeated Oct. 6, 1963, and "Without the Angels," telecast Oct. 16, 1960, under the title "The Isle Is Full of Noises." Robert J. Allen, an NCCM television producer, has edited the plays for stage production. Photographs of the TV productions will illustrate the book.

Crean, known primarily for his work in TV, has contributed to virtually all the major network dramatic programs during the past decade. His first stage play, "A Time to Laugh," was produced in London in 1962. Last season he was represented on the English stage by a new musical.

A spokesman for the NCCM said the main purposes of the new volume are "to extend the creative artistry of religious television theatre to a wider audience and to augment the short supply of contemporary religious drama in published forms." The "Catholic Hour" is an NBC Public Affairs presentation.

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NBC-New York, 9/8/64

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 9, 1964

NBC-TV'S "TODAY" AND "TONIGHT" REACH NEW BILLING HEIGHTS WITH ALMOST $8,000,000 IN SALES FOR 4TH QUARTER OF 1964

The "Today Show" and "The Tonight Show Starring Johnny Carson" reached new heights in billing for the fourth quarter of 1964 with sales totaling almost $8,000,000, it was announced today by Mike Weinblatt, Director of Participating Sales, NBC-TV.

Mr. Weinblatt added that the billing was the single highest figure ever achieved in one quarter on the two programs since they began on the air -- and it represents a virtual sold out position.

The billing also represents a typical selling period for the programs, since it is made up of many advertisers -- 45 different advertisers contributed to this total -- with a full range of products from Cracker Jack to beer, from games to insurance and from coffee to dog food.

Buys range from a single participation to great volume purchases such as $830,000 from the Sunbeam Corporation. Other heavy purchasers include Liggett & Myers Tobacco Co. Inc. $405,000, on "Tonight"; R. J. Reynolds Tobacco Co. $353,000, on "Today"; General Electric Co. $443,000; General Time Corp. (Westclox) $285,000, and Allen Products Co. Inc. (for Alpo Dog Food) $265,000, with the latter three buying into both "Today" and "Tonight" schedules.

Most of the 45 clients contributing to the record fourth quarter sales figure have supported the programs during all or most of the year, Mr. Weinblatt said.

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September 9, 1964

NBC TRADE NEWS

MORE THAN 20 NBC-TV STARS TO COVER U.S. ON PERSONAL APPEARANCE TOURS PROMOTING THE START OF THEIR SERIES' 1964-65 SEASON

More than 20 NBC-TV stars will cover the nation on personal appearance tours which will take them to key cities across the country for full-scale promotion of their programs, in connection with the start of the 1964-65 season on the network, it was announced today by Al Rylander, Vice President, Promotion, NBC-TV Network.

The personal appearance schedule has been geared as the most extensive series of star tours ever embarked upon by a single entertainment medium. The more than 20 participating stars will personally visit 50 cities in the United States during the four-week campaign. According to prearranged plans, each city will designate an "NBC Star Day," encompassing the entire viewing area of the local station.

It is estimated that close to one-half million people will line the streets to witness the parade of NBC stars in each of the cities visited. This would mean that more than 30 million people across the country will personally see the NBC stars in their towns.

The personalities scheduled to make the tours include Dennis Weaver, for seven years co-star of "Gunsmoke," and now star of the new NBC-TV Saturday night "Kentucky Jones" series; Gig Young, leading motion picture star who is one of the stars of the NBC-TV Sunday night "The Rogues"; Vince Howard, James Franciscus and Marian Collier of the network's Tuesday night "Mr. Novak" series, a program endorsed by the National Education Association (in its current issue, the NEA Journal devotes four pages to "Mr. Novak's" Second Year); Bill Dana,

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known to millions of TV fans as Jose Jimenez and star of the Sunday night "The Bill Dana Show," Raymond Massey, veteran stage, screen and TV star of the Thursday night "Dr. Kildare" series.

Also, Brian Kelly, star of the Saturday night "Flipper" programs based on the successful M-G-M feature motion pictures; Robert Vaughn and David McCallum of the Tuesday night "The Man from U.N.C.L.E." programs; Jack Benny, who this Fall returns to NBC-TV on Friday night with "The Jack Benny Program"; Steve Franken, Jack Klugman, Debbie Watson and producer Joe Connelly of the network's Monday night "90 Bristol Court" comedy series; Fess Parker, known to millions of youngsters as Davy Crockett and who now returns to television as "Daniel Boone" on Thursday evenings; Clu Gulager and James Drury of the Wednesday night "The Virginian"; Michael Landon, star of NBC-TV's top-rated Sunday night "Bonanza," and Dovima, America's top fashion model and magazine cover girl, who is featured in various episodes of Thursday's "Kraft Suspense Theatre" and Tuesday's "The Man from U.N.C.L.E."

In their travels from the West Coast to New York and back, most of the personalities will stop off at major cities around the country for appearances at the local NBC-TV affiliates, local TV appearances and TV taping of promotional announcements and press interviews as their part in the NBC-TV saturation promotion buildup for the 1964-65 Fall program schedule.

In New York, the personalities will make guest appearances on various NBC-TV shows, including "Today," "The Tonight Show starring Johnny Carson," "Say When," "Jeopardy," "Concentration" and "The Match Game." They will also be interviewed by various affiliate station personalities via beeper-phone, and many will make appearances at Stern's department store in New York.

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Brian Kelly of "Flipper" has perhaps the busiest schedule of all. He will make appearances in 13 cities between Sept. 8 and Sept. 26. The cities are Atlanta, Norfolk, Washington, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Phoenix, San Diego, Houston, Los Angeles and New York.

"90 Bristol Court" personalities Debbie Watson, Steve Franken and Jack Klugman, along with the series producer Joe Connelly, have the following schedule lined up: Miss Watson and Connelly will appear in Washington Sept. 26-27, New York Sept. 28-Oct. 1, followed by a Chicago visit. Klugman will visit San Francisco, Detroit, Philadelphia and New York between Sept. 27 and Oct. 2, and Franken's schedule between Sept. 26 and Oct. 3 will take him to Denver, Minneapolis, Memphis, Dallas, Fort Worth and New York.

Stars James Drury and Clu Gulager of "The Virginian" and Fess Parker of "Daniel Boone" will make personal appearances ranging from parade grand marshals to guest starring at Kids Days. Drury has three such appearances set. He will be NBC Personality Grand Marshal for the parade of Maine Firefighters Convention Sept. 12 in Bangor, Me.; will appear at the Fourth Annual Community Day in Pittsburgh Sept. 19 and at the Kiwanis Kids Day program at Denver's Lowry Air Force Base on Sept. 26. Gulager spent Sept. 5 as Grand Marshal at the Peoria Frontier Days celebration in Peoria, Ill., and Sept. 7-8 in Cleveland. Fess Parker will be honorary grand marshal at the "I Am an American Day Parade" in Baltimore on Sept. 13, marking the fourth consecutive year that an NBC-TV personality has been honorary grand marshal at this event. He will also visit New York Sept. 14-15.

From the "Mr. Novak" program, James Franciscus will make a personal appearance in Chicago Sept. 11, following four days in New York

(more)

and Baltimore. Vince Howard will travel to Denver, Kansas City, St. Louis and Cleveland, Sept. 7-11, and Marian Collier to Columbus, Dallas and Houston, Sept. 8-11.

From "The Man from U.N.C.L.E.," star Robert Vaughn will visit Chicago, Houston, Cleveland and New York between Sept. 12 and 18, and David McCallum will visit Omaha, Cincinnati, Nashville and New Orleans Sept. 14-18.

Bill Dana, star of "The Bill Dana Show" will appear in Chicago, Cleveland, Boston, Buffalo and New York between Sept. 12 and 19.

From the "Bonanza" program, Michael Landon will appear in Des Moines, Hartford and New York in a tour which began Sept. 4 and concludes Sept. 10.

Dovima, who will appear in the Thursday night "Kraft Suspense Theatre" premiere program and on various episodes of the Tuesday night "The Man from U.N.C.L.E." will visit New Orleans, Miami, San Antonio, Houston, Denver and San Francisco Sept. 25-Oct. 2.

Scheduled for New York City appearances only are Dennis Weaver ("Kentucky Jones") for five days ending Sept. 10; Gig Young ("The Rogues"), for the same period; Raymond Massey ("Dr. Kildare") Oct. 5 to 10, and Jack Benny ("The Jack Benny Program") Sept. 21-24.

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NBC-New York, 9/9/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

September 9, 1964

PITT PANTHERS MEET UCLA'S BRUINS AS NBC-TV STARTS
ITS 1964 TELECAST COVERAGE OF NCAA FOOTBALL GAMES
- - -
Sept. 12 Colorcast to Originate at Pitt Stadium

Coach Johnny Michelosen's University of Pittsburgh Panthers and Coach Bill Barnes' UCLA Bruins will answer a lot of questions when they meet Saturday, Sept. 12, at Pitt Stadium, in the first contest on NBC-TV's 1964 NCAA College Football telecast schedule. The game will be televised in color starting at 12:45 p.m. NYT -- 15 minutes before kickoff.

Commentators will be Lindsey Nelson and Terry Brennan.

Last year's Pitt Panthers won nine games while losing only to Navy, the number two team in the country. Returning quarterback Fred Mazurek set a Pitt record for total offense as the Panthers surprised their opponents with a wide-open brand of football. Also surprising was the fact that Pitt did not go to a post-season bowl game.

Much of the conjecture about whether the Panthers will go to a bowl this year will be answered by the game against UCLA, whose performance will be of great interest to the members of the AAWU, the Bruins' own conference. Last year, the Bruins had a prime aerial attack and quarterbacks Zeno and Sindell, the major contributors to it, are back. If the running game is stronger UCLA will be a strong contender for the Rose Bowl.

(more)

UCLA

10	Sindell	QB
11	Haffner	B
14	Cox	QB
15	Zeno	QB
22	Farr	B
23	Richardson, B	B
25	Champion	B
26	Altenberg	B
32	Lepisto	B
36	Colletto	B
39	Horgan	B
41	Hutt	B
43	Armstrong	B
45	Durbin	B
46	Nelson	B
53	Roof	C
55	Andersen	C
56	O'Leary	C
57	Gongwer	C
58	Miller	C
60	Deakers	G
61	Dutcher	G
63	Leventhal	G
65	McIntire	G
66	Peterson	G
67	Banducci	G
69	Davis	C

PITTSBURGH

10	James	QB
11	Pohl	QB
12	Assid	B
16	Mazurek	QB
17	Smith	QB
18	Lucas	QB
22	Chester	B
25	Dodaro	B
26	Stewart	B
29	Billey	B
30	Bodle	B
31	Crabtree	B
43	Sporio	B
44	Flanigan	B
47	McKnight	B
50	Schottenheimer	C
52	Beachler	C
54	Cercel	C
59	Hoaglin	C
61	Novogratz	G
63	Bubnis	G
64	Irwin	G
65	Popp	G
66	La Quinta	G
67	Qualey	G
68	Sorochak	G
70	Linaburg	T

(more)

UCLA			PITTSBURGH		
72	Francisco	T	72	Schmidt	T
73	Taylor	T	75	Bernick	T
75	Richardson, J	T	76	Raymond	T
77	Johns	T	77	Guzinsky	T
78	Pentecost	T	78	Jones	T
79	Johnson	T	79	Macko	T
81	Wetzel	E	81	Cullen	E
82	Francis	E	83	Generalovich	E
88	Witcher	E	84	Rosborough	E
89	Bashore	E	86	Howley	E
91	Callies	E	87	Verkleeren	E
92	Bickers	E	88	Zalnasky	E
93	Hickman	E	89	Dahar	E

NBC-TV PROGRAM HIGHLIGHT SEPT. 12

1964 NCAA COLLEGE FOOTBALL -- Pittsburgh plays UCLA at Pitt Stadium in the opening game of a 14-date NCAA telecast schedule for 1964. Lindsey Nelson and Terry Brennan report. (Color.)

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NBC-New York, 9/9/64

NBC NEWS ELECTION YEAR '64

September 9, 1964

8 NBC NEWS SPECIAL FULL-HOUR TELECASTS WILL COVER CAMPAIGNS IN PRESIDENTIAL ELECTION AND KEY RACES FOR SENATORIAL, CONGRESSIONAL, GUBERNATORIAL POSTS

Eight NBC News special programs covering the campaigns in the Presidential election and key Senatorial, Congressional and Gubernatorial races will be presented on NBC-TV beginning Saturday, Sept. 12.

NBC News correspondent Frank McGee will be anchor man of these full-hour programs in the "Campaign and the Candidates" series, produced by Chet Hagan. A ninth program in the series, on Nov. 4, will summarize and interpret the election results.

The opening of the 1964 campaigns will be reported in the first of these specials Saturday, Sept. 12 (7:30-8:30 p.m. EDT). Hagan said the program will indicate what kind of campaigns may be expected from the Republican and Democratic Presidential and Vice Presidential candidates, and will present a region-by-region analysis of the hopes and fears of these major parties in important contests.

Highlights will include an exclusive interview with Senator Goldwater by NBC News correspondent Robert MacNeil, interviews by MacNeil with Mrs. Goldwater and other members of the family, and an interview by NBC News correspondent Nancy Dickerson with President Johnson's daughters, Luci Baines and Lynda Bird. As part of a regional roundup, McGee will discuss the political situation in the South. The segment will include coverage of the Democratic state convention in

(more)

Mississippi which reconvenes today (Sept. 9), and an interview with Governor Carl Sanders of Georgia by NBC News correspondent Neil Boggs. Other regional reports will be given by NBC News correspondents Merrill Mueller -- East; Floyd Kalber -- Midwest, and Elmer Peterson -- West.

The program will include a segment explaining Section 315 of the Federal Communications Act -- the so-called equal-time law -- and comparing it with a British law under which television time is allocated to candidates according to vote totals in the previous election.

The revolution within the national committees of both major parties will be the principal subject of the second special Thursday, Sept. 17 (7:30-8:30 p.m. EDT). The program will show how the Republican National Committee and its staff have been completely revamped by the Goldwater forces, and what changes President Johnson has made in the Democratic National Committee. The telecast will include interviews with Dean Burch and John M. Bailey, chairmen of the Republican and Democratic National Committees, respectively.

Reports updating the progress of the Presidential and Vice Presidential campaigns will be given by NBC News correspondents Tom Pettit, Robert MacNeil, Ray Scherer and Richard Hunt, who are assigned to cover the four major candidates.

Key races for Senate and House seats, with emphasis on those races which have a direct connection with the Presidential contest, will be covered in the third special on Tuesday, Sept. 22 (10-11 p.m. EDT). The coverage will be concerned primarily with candidates who are running apart from their party's national ticket or who are riding on the coattails of a Presidential candidate, Hagan said.

The fourth special Tuesday, Sept. 29 (10-11 p.m. EDT), will present a region-by-region evaluation of the campaign, featuring

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interviews with key politicians around the country. It will show the men around both Presidential candidates and describe how they are influencing the respective campaigns. The program also will include a segment on the financing of the Republican and Democratic campaigns.

The first part of the fifth special program Sunday, Oct. 4, (6:30-7:30 p.m. EDT) will deal with key gubernatorial contests. The second part will show the role that the families of the Presidential and Vice Presidential candidates are playing in the campaign activity.

A thorough analysis of one state and the Presidential campaign within it will be the content of the sixth special, Tuesday, Oct. 13 (10-11 p.m. EDT). Hagan has chosen California for this study. The program will show how campaign workers have been recruited and organized by both parties, how funds have been raised, what the people of California think of the candidates and how the state is likely to vote in November.

The strengths and weaknesses of the Presidential candidates in each state will be assessed in a state-by-state roundup on the seventh special Tuesday, Oct. 27 (10-11 p.m. EST). The program will include evaluations by the national party chairmen and political leaders in key states, discussions of the major campaign issues and reports on what polls of voters show.

A last-minute look at the campaign, summarizing the important races, will be presented in the eighth and final pre-election special Sunday, Nov. 1 (6:30-7:30 p.m. EST). A segment of the program will show NBC News' extensive plans for covering the election on Tuesday, Nov. 3.

The post-election program will be presented Wednesday, Nov. 4 (11:30 p.m. to 12:30 a.m. EST).

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NBC-New York, 9/9/64

NBC NEWS ELECTION YEAR '64

September 9, 1964

'CAMPAIGN COUNTDOWN'

- - -

NBC News Will Broadcast Eight Weekly Radio Reports On Presidential Campaign, N. Y. and Pa. Senatorial Races

"Campaign Countdown," a series of weekly reports covering highlights of the Presidential campaign and the New York and California Senatorial races, will be broadcast on the NBC Radio Network Sunday nights starting Sept. 13 (9:05-9:30 p.m. EDT).

Frank Blair will be anchorman of the programs, which will be produced by NBC News and continue through Nov. 1, the Sunday before Election Day.

Each broadcast will include reports by NBC News correspondents assigned to the Democratic and Republican Presidential and Vice Presidential candidates, who will cover the candidates' political activities during the preceding week. NBC Newsmen covering the New York and California Senatorial campaigns, which have attracted national interest, also will report. In California, Senator Pierre Salinger, Democrat, is opposing actor George Murphy, Republican. In New York, former Attorney General Robert F. Kennedy, Democrat, opposes Senator Kenneth Keating, Republican.

James Holton, NBC News, will produce the series of eight programs.

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NBC COLOR TELEVISION NEWS

September 9, 1964

'SEE HOW THEY RUN' TO HAVE WORLD PREMIERE IN COLOR ON NBC-TV's 'WEDNESDAY NIGHT AT THE MOVIES'

"See How They Run," a feature-length film of suspense and international intrigue, will have its world premiere in color on NBC-TV's "Wednesday Night at the Movies" Oct. 7 (9-11 p.m. EDT). Starring are John Forsythe, Senta Berger, Jane Wyatt, Franchot Tone, Leslie Nielsen, Pamela Franklin and George Kennedy.

Based on the novel "The Widow Makers," by Michael Blankfort, who also wrote the screenplay, it is the first of two films produced by Universal Pictures for introduction by NBC-TV's Project 120 during the 1964-65 television season.

Filmed partially on location in New York City and at Universal City studios in Hollywood, "See How They Run" tells how three orphaned children block the best efforts of a clandestine international cartel to cover up its crooked dealings.

When Elliot Green (Nielsen) gets evidence on a wealthy clique headed by Baron Freed (Tone), which builds and destroys small nations for its own profit, he is murdered. Before he dies, Green hides the tape recording in a book belonging to his children (Miss Franklin, Jami Fields, and Jackie Jones). Their efforts to keep the tape hidden are complicated by a sculptress Orlando Miller (Miss Berger), their father's

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supposed friend Martin Young (Forsythe), and their aunt (Miss Wyatt). The deadly cat-and-mouse game ultimately reaches a surprising climax even though the tape is destroyed by the cartel's murderous henchman, Rudy King (Kennedy).

"See How They Run" was produced by Jack Laird and directed by David Lowell Rich.

NBC-TV PROGRAM HIGHLIGHT OCT. 7

WEDNESDAY NIGHT AT THE MOVIES: "See How They Run" (World Premiere). Three orphaned children lock horns with a crooked international cartel. Starring John Forsythe, Senta Berger, Jane Wyatt, Franchot Tone, Leslie Nielsen, Pamela Franklin, and George Kennedy. (Color.)

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NBC-New York, 9/9/64

NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION

THE LOUVRE TO BE SHOWN ON TV IN U.S. FOR FIRST TIME

- - -

Charles Boyer Will Narrate Full-Hour NBC News Color Special Produced by Exclusive Arrangement with French Government

In a sharp break with precedent, the matchless beauty and historical grandeur of the Louvre will be seen on television in this country for the first time when NBC-TV presents "The Louvre," a full-hour color special, Tuesday, Nov. 17 (10-11 p.m. EST). Charles Boyer will be the narrator.

NBC producer Lucy Jarvis, who was associate producer of NBC News' widely acclaimed TV portrayal of "The Kremlin" last season, will produce "The Louvre" for NBC News by special and exclusive arrangement with the Ministry of Culture and the Department of French National Museums. John J. Sughrue Jr. will be co-producer and director.

Gaining permission to bring TV cameras into this greatest of all art treasuries, originally constructed as a fortress by King Philippe-Auguste about 1200, represents another historic television breakthrough for Mrs. Jarvis. Five months of negotiations with French officials were necessary before all the roadblocks could be cleared.

A well-known art editor has said: "The Louvre is a world. To call it an art museum would be no more appropriate than calling Everest a mountain, or a skyscraper a house. Stretching along the River Seine for 2,200 feet, the three-story edifice is longer than two Eiffel Towers laid on end. It encompasses an area of about 500 acres, 45 city blocks, in the heart of Paris." The colossal showcase, containing over 300,000 art masterpieces, ranks as one of Europe's half-dozen prime sights.

"The full-hour special," says Mrs. Jarvis, "will illustrate how the growth of the Louvre collection records, in paintings and sculptures of the masters, the cultural progress of mankind through the ages. By tracing the story of the men and women of royalty who helped enrich this collection, beginning with Francis I in 1546, we are reminded of the great achievements and advances, as well as the defeats and frustrations of humanity through four centuries."

More than being simply a repository for the world's finest art, the Louvre itself stands as an architectural phenomenon. New and inventive filming techniques have been evolved by NBC News to capture not only its aesthetic values but its enormous dimensions, which have been expanded and improved functionally by kings and emperors over a period of three centuries.

For the production of "The Louvre" Mrs. Jarvis has assembled a distinguished staff of television specialists, each an authority in the creative arts. The writer will be Sidney Carroll, whose script, "The Stranger Left No Card" won first prize at a recent Cannes Film Festival. John J. Sughrue Jr., director and co-producer, is a graduate of the Columbia School of Painting and Sculpture. Tom Priestley, director of photography, has been responsible for the direction and camera work for some of NBC-TV's greatest documentaries.

Germain Bazin, Chief Curator of the Louvre, as well as the art editor and Louvre authority, Milton S. Fox, of the Harry N. Abrams Publishing Co., publishers of numerous books on art, will act as consultants for art and history. Norman Dello Joio, Pulitzer Prize-winning American composer, has composed and will conduct the music for "The Louvre."

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NBC-New York, 9/9/64

September 9, 1964

PREMIERE

'90 BRISTOL COURT' WILL LAUNCH THREE RELEATED COMEDIES
IN SERIES PREMIERE OCT. 5 ON NBC-TV

A blind-date mixup, a missing report, and a young doctor's loss of confidence form the basis for the premiere stories on NBC-TV's "90 Bristol Court," a 90-minute series comprised of three related comedies, Monday, Oct. 5 (7:30-9 p.m. EDT).

The comedies -- "Karen," "Harris Against the World," and "Tom, Dick and Mary" -- mark a programming innovation in which the stories are woven around three neighboring families in an apartment court and are interlinked by a common theme. "Lost and Found" is the over-all title of the premiere stories, in which each family loses, and finds, something important to it.

"Karen" opens the program and stars a 15-year-old newcomer, Debbie Watson, in the title role. Richard Denning and Mary LaRoche star as her parents, Steve and Barbara Scott and Gina Gillespie co-stars as little sister Mimi. In the premiere "Karen" story Karen loses her blind date with an Italian boy when she gathers up at the airport the wrong Italian -- a mature sculptor who can't speak English. The sculptor Arturo Magdelinni (Lee Bergere), is puzzled but assumes that Karen is his official greeter. He thoroughly misunderstands Karen's efforts to break her "date." The cast also includes Bobo Lewis as Florence, Teddy Quinn as Peter, Anthony Hall as Angelo Falconi, Vito Scotti as Tony Morelli, Trudi Ames as Candy, Bill Quinn as Mr. Adams, Jim Douglas as Mr. Bromley, and Jeff Parker as the airport clerk.

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Emmy winner Jack Klugman stars in the title role and Patricia Barry stars as his pretty wife, Kate, in the second sequence, "Harris Against the World." (Editor's Note: "Harris" has been moved to the second part of the program and "Tom, Dick and Mary" to the third part rather than vice versa as previously announced.) Harris gets a new secretary, Phyllis (Hope Holiday), in the initial "Harris" story only to have her botch up an important report and then lose it altogether. Harris tries to fire the girl several times but his courage always deserts him at the crucial moment. The Harris children, David and Deedee, are played by David Macklin and Claire Wilcox. The cast also includes George Ives as Ben Sherman, Madge Blake as Mrs. Donlon, Gene Blakely as Pete, Alan Reed as Mr. Farnum, and Lucile Curtis as a woman bystander.

"Tom, Dick and Mary," starring Steve Franken as Dick, Joyce Bulifant as Mary, and Don Galloway as Tom, concludes the program. The first "Tom, Dick and Mary" story finds Dick's morale at a low ebb -- a young intern, he has lost his confidence in his medical ability. His father, Horace (J. Edward McKinley), cooks up a scheme to provide a bogus patient, Myron Sears (Woodrow Parfrey), who claims that only the good Dr. Dick Moran can "cure" him. Dick, and a pretty nurse, Wilma Cartwright (Linda Kennon) cure Sears in a way hardly to the liking of the chief of interns, Dr. Krevoy (John Hoyt).

In all three stories the court handyman, Cliff Murdock, played by Guy Raymond, provides the connecting link for each part. Joe Connelly is executive producer of the three comedies.

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The "Karen" story was produced and written by Connelly and Bob Mosher and directed by David Alexander. The "Harris Against the World" sequence was produced by Devery Freeman, written by Danny Simon and Milt Rosen, and directed by Sidney Lanfield. The "Tom, Dick and Mary" story was produced by Joel Kane, written by Richard Baer, and directed by Lawrence Dobkin.

"90 Bristol Court" is produced at Universal City Studios.

NBC-TV PROGRAM HIGHLIGHT OCT. 5

90 BRISTOL COURT: "Lost and Found" -- KAREN -- Karen loses a blind date by picking up the wrong Italian at the airport; HARRIS AGAINST THE WORLD -- Harris hires a bungling secretary who loses a valuable report; TOM, DICK AND MARY -- Dr. Dick Moran loses confidence in his medical skill until a fake patient bolsters his ego.

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NBC-New York, 9/9/64

SEASON'S PREMIERE

TEACHER NOVAK FINDS SECOND JOB IS HAZARD RATHER THAN HELP IN "MOONLIGHTING," SEASON'S PREMIERE DRAMA OF "MR. NOVAK"

A second job to supplement his teacher's salary becomes a jeopardy rather than an asset to Mr. Novak (James Franciscus) in "Moonlighting," the premiere episode of the "Mr. Novak" series when it opens its second NBC-TV season Tuesday, Sept. 22 (7:30-8:30 p.m. NYT).

Novak, who took a job as parking lot attendent to pay for doctor bills incurred by his ailing father, discovers that the work plays havoc with his teaching efficiency and at the same time lowers his stature in the eyes of the students.

Dean Jagger returns as co-star in the series which was created by E. Jack Neuman and Boris Sagal when he resumes his role as Albert Vane, principal of Jefferson High.

"Faculty" members include Bill Zuckert, Shirley O'Hara, Stephen Roberts and Marjorie Corley. Frank Ferguson portrays Novak's father in the season's first episode. Others in the cast are Mabel Albertson, Joe De Santis, Bert Freed, Joe Sirola, Maxine Stuart, K. T. Stevens, Pat Morrow, James Henaghan and Jim Barringer.

"Moonlighting" was written by Meyer Dolinsky from a story by John Ryan. Richard Donner directed the episode produced by Leonard Freeman.

NBC-TV PROGRAM HIGHLIGHT SEPT. 22

MR. NOVAK: "Moonlighting" -- Novak learns that a second job is not always the answer to a financial problem. (Season's premiere.)

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NBC-New York, 9/9/64

CREDITS FOR 'MR. NOVAK' ON NBC-TV

Time:	Tuesdays, 7:30-8:30 p.m. NYT. Season's premiere, Sept. 22.
Stars:	James Franciscus as John Novak, Dean Jagger as Albert Vane.
Format:	English teacher John Novak (Franciscus) and Principal Albert Vane (Jagger), wage war on ignorance, with a high school campus as their battleground.
Series created by	E. Jack Neuman and Boris Sagal.
Executive Producer:	E. Jack Neuman.
Producer:	Leonard Freeman.
Associate Producer:	Robert Stambler.
Directors:	Various.
Writers:	Various.
Story Editor:	Lou Moreheim.
Director of Photography:	Richard Kline.
Music:	Lee Stevens.
Art Direction:	George W. Davis and Leroy Coleman.
Supervising Film Editor:	John Dunning, A. C. E.
Film Editors:	Robert J. Kern Jr., and Ira Heymann.
Assistant Directors:	John Bloss and Ted Butcher.
Series Filmed at	MGM Studios, Culver City, Calif.; and on location at John Marshall High School, Los Angeles, and Alexander Hamilton High School, Culver City.
Sponsors and agencies:	Various.
Original Premiere Date:	Sept. 24, 1963.
NBC Press Representatives:	Doug Gordon (Burbank) and Leonard Meyers (New York).

-----o----- NBC-New York, 9/9/64

September 9, 1964

CONVENTION OF AMERICAN LEGION, DEPARTMENT OF NEW YORK, COMMENDS NBC-TV FOR 'PROJECT 20' COLORCAST OF 'THE RED, WHITE AND BLUE'

NBC's "Project 20" color television production of "The Red, White and Blue" has won the commendation of the American Legion, Department of New York, for its attempt "to instill pride in our nation."

The program, telling the story of American patriotism, was presented on the NBC-TV Network June 12. Donald B. Hyatt was the producer and director.

A resolution adopted by the American Legion, Department of New York, at its recent convention in Syracuse, N. Y., commends the network for "its presentation of the program, its awareness of the urgent need for such material."

A copy of the resolution will be transmitted by the Department of New York to the National Organization for consideration at the national convention to be held in Dallas, Tex., Sept. 18-24.

Following is the complete text of the resolution:

WHEREAS, One of the primary purposes of The American Legion in the promotion of Americanism: and

WHEREAS, History is written that a decline in patriotism has paralleled the decline of a nation: and

WHEREAS, In recent years there has been indication of apathy regarding patriotism in the United States: and

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WHEREAS, NBC-TV has attempted to instill pride in our nation through promotion of a television program entitled "The Red, White and Blue," now, therefore be it

RESOLVED, that The American Legion, Department of New York, in 46th Annual Convention assembled in Syracuse, New York, July 30th, 31st and August 1st, 1964, send a letter of commendation to the producer of "The Red, White and Blue," Mr. Donald Hyatt, and be it

FURTHER RESOLVED, that a letter also be sent to NBC-TV commending its presentation of the program, its awareness of the urgent need for such material and urging it in its programming to actively foster and promote patriotism, and be it

FURTHER RESOLVED, that a copy of this resolution be transmitted by the Department of New York to the National Organization for consideration at the National Convention to be held in Dallas, Texas, September 18th through 24th, 1964.

Walter Brennan was the off-and-on-camera storyteller for "The Red, White and Blue." Philip Reisman Jr. wrote the script. Robert Russell Bennett composed and conducted the orchestral score.

The "Project 20" unit has started work on a companion piece, "Immigrants All," which has grown out of the research on "The Red, White and Blue."

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NBC-New York, 9/9/64

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 10, 1964

COLGATE-PALMOLIVE BUYS INTO "THE ROGUES" ON NBC-TV
FOUR DAYS BEFORE SERIES' PREMIERE DATE, JOINING
THREE OTHER NATIONAL ADVERTISERS AS SPONSORS

The Colgate-Palmolive Co. has purchased -- four days before the premiere -- sponsorship in NBC-TV's "The Rogues," and joined the three other national advertisers as sponsors of the new comedy-adventure series, it was announced today by John M. Otter, Vice President, National Sales, NBC Television Network.

Colgate-Palmolive's sponsorship in "The Rogues" begins in the premiere episode Sunday, Sept. 13 (10-11 p.m. NYT). The other advertisers are American Tobacco Company, National Biscuit Company and Miles Labs.

The Colgate order was placed through Ted Bates and Company.

David Niven and Gig Young star in the premiere episode of "The Rogues," titled "The Personal Touch." Niven and Young portray members of a family of charming crooks who flourish by their wit, imagination and breeding.

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NBC TELEVISION NETWORK NEWS

September 10, 1964

'MOMENT OF TRUTH," NEW MONDAY-THROUGH-FRIDAY DAYTIME DRAMATIC SERIES WILL START JAN. 4 ON NBC-TV

"Moment of Truth," a new daytime dramatic series, will be presented on the NBC-TV Network Monday through Friday from 2 to 2:30 p.m. EST, beginning Monday, Jan. 4, 1965, it was announced today by Robert F. Aaron, Director, Daytime Programs.

The series will concern events in the lives of the principal characters -- Dr. Robert Wallace, his wife Nancy and their young son and daughter. Dr. Wallace is an assistant professor of psychology at Carlisle University, and is also a practicing psychologist. The episodes will be set in the university and in Dr. Wallace's home, where he conducts his private practice.

The producer and packager of "Moment of Truth" is Robert Maxwell, who created "National Velvet" for NBC-TV and "Lassie" for another network. Maxwell said that the new series will be videotaped, but that film techniques will be used in the production. He plans to use more on-location and exterior shots than in any other daytime dramatic series. "Moment of Truth" will be taped in Toronto, and will also be seen in Canada on CBC-TV. The cast will be announced soon.

"Moment of Truth" will replace "Loretta Young Theatre" in the Monday-through-Friday 2 p.m. time-spot.

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NBC NEWS
BROADCASTING'S LARGEST NEWS ORGANIZATION
September 10, 1964

'JOHN F. KENNEDY REMEMBERED'

- - -

Memorial on First Anniversary of Assassination to be Telecast
In Full-Hour NBC News Special Program

A majestic memorial to President Kennedy on the first anniversary of his assassination will be presented as a full-hour NBC News television special, "John F. Kennedy Remembered," Sunday, Nov. 22 (6:30-7:30 p.m. EST).

Six NBC News correspondents will figure prominently in the program: Frank McGee, as narrator; David Brinkley, Sander Vanocur, Ray Scherer, Edwin Newman and Chet Huntley.

Lou Hazam will produce and write "John F. Kennedy Remembered." Tom Priestley will be the director.

As outlined by Hazam, the program will open at the President's grave in Arlington National Cemetery and move backward in two ways: backward along the route the cortege followed from the Capitol, and backward in time to the Inauguration.

"Though the cameras will follow the cortege route to the constant sound of muffled drums, we shall never see the cortege," Hazam said. "Rather, we shall pause at important points along the way where NBC News correspondents will recall, through their own words and through the use of appropriate Kennedy films, the high points of his brief White House years."

The major portion of the historic sound-film will reflect President Kennedy's keen sense of history, which he regarded not so much

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as a guide to the present as a source for confidence in the future. At Lincoln Memorial, viewers will see and hear him as he talked about Abraham Lincoln; at the Capitol, they will see and hear again the Inaugural address.

David Brinkley, in Lafayette Park, will recall the Inaugural parade. Sander Vanocur, on the White House lawn, will speak about John F. Kennedy's views of the Presidency. Ray Scherer, in the Rose Garden of the White House, will recollect President Kennedy's informal meetings with various groups there. Edwin Newman, at 15th Street and Pennsylvania Avenue, will recall how President Kennedy led visiting notables down the ceremonial street. Chet Huntley, at the Capitol, will recall the Inaugural address.

"What is remembered is never lost," Hazam said. "We shall try to recollect the 'living' John F. Kennedy in a constructive program marking the anniversary of his death. Now he belongs to history, and his deeds to the nation's heritage."

NBC-TV PROGRAM HIGHLIGHT SUNDAY, NOV. 22

JOHN F. KENNEDY REMEMBERED -- NBC News special program. A memorial to President Kennedy on the first anniversary of his death. With correspondents Frank McGee, David Brinkley, Sander Vanocur, Ray Scherer, Edwin Newman, Chet Huntley.

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NBC-New York, 9/10/64

NBC COLOR TELEVISION NEWS

September 10, 1964

'THE ANDY WILLIAMS SHOW,' FULL-HOUR MONDAY NIGHT
MUSICAL VARIETY COLORCASTS, TO START OCT. 5

Andy Williams, one of America's favorite singers and star of his own musical variety show on NBC-TV the past two seasons, will return to the network on a weekly basis during the 1964-65 season when "The Andy Williams Show" premieres in color on Monday, Oct. 5 (9-10 p.m. NYT).

Although the show was broadcast on a limited basis (12 performances last year) it received an Emmy nomination for "outstanding program achievement in the field of variety," an honor it captured during the 1962-63 schedule when it was on a weekly basis.

In addition to the 26 scheduled broadcasts of "The Andy Williams Show," six specials, starring comedian Jonathan Winters, will occupy Andy's Monday night spot during the year at approximately five-week intervals. Although the comedy specials will be broadcast in the same time period, they are in no way connected with "The Andy Williams Show." However, Winters has been signed to appear as Andy's guest on six occasions.

Williams will continue the popular informal portion of the show during which he sings requests. The Good Time Singers will also return on a weekly basis. Other name guest stars will be announced during the year as they are signed.

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Andy, who in a recent poll taken by Radio-Television Daily was named television's "Man of the Year," "Vocalist of the Year (Male)" and whose program was selected as "Musical Show of the Year," began his singing career as a boy soprano in Wall Lake, Iowa -- a town he has made famous on his show, and has zoomed to stardom in recent years through his recordings and by appearing on many television specials. He made his TV dramatic debut on NBC's "The Dick Powell Theatre," and has also played the lead in "Bye, Bye, Birdie" in Summer stock. He has a long-term film pact with Universal Pictures and recently completed "I'd Rather Be Rich."

"The Andy Williams Show" color series will be produced by Bob Finkel, directed by Bob Henry and written by Don Hinkley, Harry Crane and Mel Diamond. Dave Grusin will be music conductor, Nick Castle choreographer and George Wile choral director. The production of the series, which will originate at NBC Color City in Burbank, will be by Barnaby Productions Inc.

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NBC-New York, 9/10/64

NBC COLOR TELEVISION NEWS

September 10, 1964

CREDITS FOR 'THE ANDY WILLIAMS SHOW' ON NBC-TV

Time:	Mondays (9-10 p.m. NYT), beginning Oct. 5
Star:	Andy Williams
Format:	Full-hour musical variety programs, in color, featuring Williams as star and host with top-name guest stars.
Producer:	Bob Finkel
Director:	Bob Henry
Writers:	Don Hinkley, Harry Crane, and Mel Diamond
Music conductor:	Dave Grusin
Choreographer:	Nick Castle
Associate producer:	Norman Morrell
Choral director:	George Wile
Art director:	Edward Stephenson
Unit manager:	Dick Wendelken
Production by	Barnaby Productions, Inc.
Sponsors:	Various
Origination:	NBC Color City, Burbank, Calif.
NBC Press representatives:	Doug Gordon (Burbank); Al Cammann (New York)

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 10, 1964

VICE PRESIDENTIAL CANDIDATES MILLER AND HUMPHREY
NOW BOTH SCHEDULED FOR 'MEET THE PRESS' PROGRAMS

Both the Democratic and Republican Vice Presidential candidates have accepted invitations to appear on NBC's "Meet the Press."

As announced earlier, Representative William E. Miller of New York, the Republican Vice Presidential nominee, will be interviewed on "Meet the Press" Sunday, Sept. 13. This will be Representative Miller's first national TV and radio interview since he officially opened his campaign last weekend.

The following week, Sunday, Sept. 20, Senator Hubert H. Humphrey of Minnesota, the Democratic Vice Presidential candidate, will be the guest. The panel of newsmen to interview Senator Humphrey will be announced shortly.

The "Meet the Press" programs for both dates will be colorcast live from Washington, D. C., on the NBC-TV Network at 6 p.m. EDT and broadcast on the NBC Radio Network at 6:30 p.m. EDT.

NBC-TV AND RADIO PROGRAM HIGHLIGHT SEPT. 20

MEET THE PRESS: Senator Hubert H. Humphrey, the Democratic Vice Presidential candidate, will be interviewed.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020

NBC COLOR TELEVISION NEWS

September 10, 1964

BUCK HENRY AND BOB DISHY TO BE 'SEMI-REGULARS' ON 'TW3'

Young comedians Buck Henry and Bob Dishy have been added to the cast of "semi-regulars" on "That Was the Week That Was," which returns to the NBC-TV Network for its second season on Tuesday, Sept. 22 (9:30-10 p.m. NYT, in color).

This brings to seven the list of performers who make up the "stock company" for the topical humor program, based on people and events in the news. Previously announced as regulars on the series are Nancy Ames (the "TW3 Girl"), David Frost ("TW3's" special correspondent from Great Britain) and Phyllis Newman. These three will appear weekly. Burr Tillstrom and Pat Englund will appear on selected dates depending on the subject matter of the individual shows, as will Henry and Dishy.

Both Henry and Dishy appeared frequently on the show during its first season on the air.

Henry is a comedy writer, as well as performer, and for the past two seasons was a member of the writing staff of "The Garry Moore Show." He also has written and performed on "The Steve Allen Show," was a member of the original company of the award-winning off-Broadway show "The Premise" and a featured performer in the film comedy "The Troublemakers," of which he was co-author. Henry appeared on Broadway in "Bernardine," with the national company of "No Time for Sergeants" and "The Male Animal," and in numerous off-Broadway productions.

(more)

Dishy was a member of "The Second City" company, the highly successful off-Broadway revue. He appeared on Broadway in "Damn Yankees," "From A to Z" and off-Broadway in "There Is a Play Tonight," as well as "The Second City." A familiar face in TV commercials, Dishy has also appeared on NBC-TV's "The Jack Paar Program" and on "The Garry Moore Show."

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NBC-New York, 9/10/64

VIEWERS IN U.S. AND BRITAIN KEEP
PACE IN FOLLOWING 'DR. KILDARE'

"Dr. Kildare" will be making his medical rounds on two continents -- 48 hours apart -- this season. The NBC-TV Network show will have an almost simultaneous premiere here and in Great Britain.

The series, which is supplied to Britain through NBC International, will premiere on the BBC Saturday, Sept. 26. Season's premiere in the U.S.A. is Thursday, Sept. 24 (8:30-9:30 p.m. NYT).

The opening episode is titled "Man Is a Rock."

This will be the fourth season for the "Dr. Kildare" series in Great Britain.

NBC-New York, 9/10/64

September 10, 1964

NEA JOURNAL HAILS "MR. NOVAK'S SECOND YEAR"

"Mr. Novak's" return to school is observed by teachers and administrators in schools throughout the U. S., according to an article, "Mr. Novak's Second Year," in the September issue of the NEA Journal, organ of the National Education Association.

The article takes as its theme the new image of the teacher created by this NBC program (telecast Tuesdays, 7:30-8:30 p.m. NYT), and states, "His (Novak) entrance spelled exit, once and for all, for the public perception of the teacher as Mousey Mr. Prim or as Old Maid Schoolmarm. And today's real-life teachers just had to stand up and cheer." The NEA Journal is read by almost 1,000,000 teachers and administrators.

The series stars James Franciscus in the title part of John Novak, an English teacher, and Dean Jagger as principal Albert Vane. The article compliments the actors for their portrayals and further cites the more than 30 awards the show has received from various educational and entertainment sources.

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JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS-H

RAY BOLGER TO PRESENT AN INFORMAL SURVEY OF AMERICAN DANCING IN SPECIAL TWO-HOUR 'TODAY' SHOW

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Pontiac to Sponsor Entire Telecast of Thursday, Sept. 24

FOR RELEASE MONDAY, SEPT. 14

Ray Bolger will present an informal survey of American dancing, both social and theatrical, in a special two-hour "Today" show on NBC-TV Thursday, Sept. 24 (7-9 a.m. EDT).

Alyn Ann McLerie, "Killer Joe" Piro and other dancers from the Broadway stage will assist Bolger in demonstrating the various dances under discussion. Also, Agnes de Mille, noted dancer and choreographer, will talk with Bolger about her role in the development of the dance for the American musical theatre.

The special "Today" show will be sponsored by the Pontiac Division of General Motors. This will be the second successive year that Pontiac has bought an entire "Today" telecast to introduce its new car models.

Bolger, who will join "Today" host Hugh Downs and Jack Lescoulie on the special telecast, will review the various trends in social dancing, from the turn-of-the-century waltz to the current-day Watusi, and also the evolution of the dance on the stage, including vaudeville, ballet, modern dance and Broadway musicals. Bolger also will create and perform original choreography to illustrate the various dance forms under discussion.

(more)

Bolger, in his more than 40 years as a professional dancer, has himself appeared on the vaudeville and musical comedy stage as well as in movies and on television. His Broadway successes include "Where's Charley?" "Three to Make Ready," "On Your Toes" and "By Jupiter." Among his movies were "The Wizard of Oz," "The Great Ziegfeld," "Look for the Silver Lining" and "April in Paris." Earlier this year he was host of two "Bell Telephone Hour" colorcasts on the NBC-TV Network.

NBC-TV PROGRAM HIGHLIGHT SEPT. 24

'TODAY' -- Ray Bolger will present an informal survey of American dancing. Other guests on this two-hour special include dancers Alyn Ann McLerie, "Killer Joe" Piro and Agnes de Mille.

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NBC-New York, 9/11/64

September 11, 1964

PREMIERE

"ALFRED HITCHCOCK HOUR" STARTS AS NBC-TV MONDAY NIGHT SERIES
WITH DRAMA OF FARMBOY'S PLOT TO AVENGE FATHER'S DEATH

How would a poor Southern farm boy get revenge on a powerful, crooked politician who has murdered his father? Alfred Hitchcock's intriguing solution will be presented in "The Return of Verge Likens," starring Peter Fonda and Robert Emhardt, on the premiere of NBC-TV's "Alfred Hitchcock Hour" Monday, Oct. 5 (10-11 p.m. NYT).

In the story, Verge Likens' (Fonda) father is killed in what seems to be an accident in a bar by the town's political boss, Riley McGrath (Emhardt). Finding out that Verge suspects murder, McGrath gives him money to live in aother town, but the youth uses it to learn a trade that ultimately proves to be the instrument of revenge.

"The Return of Verge Likens" will represent a dual return for Hitchcock, TV's master of suspense. It will mark the beginning of his 10th successive season with a television series, and a renewal of his association with the NBC-TV Network.

Each week's drama will feature well-known stars and the Hitchcock's own distinctive introductions that combine the tickle of humor with the tingle of foreboding.

Stories center on suspense with a tinge of irony and always contain the twist climax that has become synonymous with Hitchcock.

(more)

Norman Lloyd is executive producer of the "Alfred Hitchcock Hour." Individual producers on the series this season will include Joan Harrison, Herbert Coleman and Gordon Hessler.

The "Alfred Hitchcock Hour" is filmed at Universal City Studios in California by Shamley Productions Inc.

NBC-TV PROGRAM HIGHLIGHT OCT. 5

ALFRED HITCHCOCK HOUR: "The Return of Verge Likens." A poor Southern farm boy seeks revenge on a powerful crooked politician who has murdered his father. Peter Fonda and Robert Emhardt are starred. (Premiere.)

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NBC-New York, 9/11/64

CREDITS FOR 'ALFRED HITCHCOCK HOUR'

Time:	NBC-TV Network, Mondays, 10-11 p.m. NYT, beginning Oct. 5.
Host:	Alfred Hitchcock
Format:	Full-hour suspense stories, often sprinkled with touches of humor and always with a distinctive twist that has become synonymous with the Hitchcock formula. Each cast includes well-known stars.
Executive Producer:	Norman Lloyd
Producers:	Joan Harrison, Herbert Coleman, Gordon Hessler
Editorial Supervisor:	David J. O'Connell
Music Supervisor:	Stanley Wilson
Costume Supervisor:	Vincent Dee
Makeup Supervisor:	Bud Westmore
Hair Stylist:	Larry Germain
Origination:	Filmed at Universal City Studios, Universal City, Calif., by Shamley Productions Inc.
Sponsors and Agencies:	Various
NBC Press Representatives:	Frank Farrell (Burbank); Bert Burns (New York)

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NBC-New York, 9/11/64

NBC COLOR TELEVISION NEWS

September 11, 1964

NEW SERIES OF FULL-HOUR DRAMAS WITH TOP PLAYERS TO BE COLORCAST
ON 'KRAFT SUSPENSE THEATRE' DURING 1964-65 SEASON
"Perry Como's Kraft Music Hall" to Pre-empt Series on 7 Thursdays

"Kraft Suspense Theatre" will present a new series of full-hour dramas starring top talent during its second season of colorcasts on NBC-TV starting Thursday, Oct. 1 (10-11 p.m. EDT).

Following last season's pattern, the series will be pre-empted on seven Thursdays by "Perry Como's Kraft Music Hall" special live programs in black and white. Two Como specials will be telecast in 1964 -- the first on Oct. 29. The remaining five will be broadcast throughout the season.

"Kraft Suspense Theatre" and the Como specials will be sponsored by Kraft Foods Division, National Dairy Products. The advertising agency for Kraft is J. Walter Thompson, Inc.

The executive producer of the drama series for 1964-65 is Frank P. Rosenberg, former producer of Revue Studio's "Arrest and Trial." Jon Epstein is the production executive, with various directors and writers. The series is packaged by Roncom-Universal-TV and filmed at Universal City, Calif.

(more)

Stars scheduled for "Kraft Suspense Theatre" include Jo Van Fleet, Albert Dekker, Sal Mineo and Patricia Hyland in "The World I Want"; Milton Berle as the shy owner of a jewelry store, with Carol Lawrence, in "That He Should Weep for Her"; James Whitmore and Tommy Sands in "A Lion Amongst Men"; Robert Goulet in his TV dramatic debut, Claude Akins and Peter Helm in "Operation Greif" (cq); John Forsythe, Roger Perry and Leslie Parrish in "The Kamchatka Incident," and Louis Jourdan in "Graffiti."

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NBC-New York, 9/11/64

CREDITS FOR SECOND SEASON OF NBC-TV'S "KRAFT SUSPENSE THEATRE"

1964-65 Premiere:	Thursday, Oct. 1, 1964.
Time:	NBC-TV Network colorcasts, Thursdays (10-11 p.m. EDT).
Stars:	Various.
Format:	Series of full-hour, suspenseful dramas in color.
Packaged by	Roncom-Universal-TV.
Executive producer:	Frank P. Rosenberg.
Production executive:	Jon Epstein
Associate producers:	Arthur H. Nadel, Jack Laird and others.
Directors:	Various.
Writers:	Various.
Sponsor (and agency):	Kraft Foods Division, National Dairy Products (J. Walter Thompson, Inc.)
Theme Music:	Johnny Williams.
Filmed at	Universal City, Calif.
NBC Press representatives:	Charles Ericksen, Burbank, and Al Cammann, New York.

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NBC-New York, 9/11/64

NBC NEWS ELECTION YEAR '64

September 11, 1964

FILMED VISIT WITH REPRESENTATIVE MILLER AND FAMILY
AT HOME TO BE TELECAST ON 'SUNDAY' PROGRAM

A filmed visit with Representative William E. Miller, Republican candidate for Vice President, and Mrs. Miller and their children in their home in Lockport, N. Y., will be telecast on NBC News' "Sunday" program Sunday, Sept. 20 (4 to 5 p.m. EDT).

In another "Sunday" segment Edward Hopper, American artist -- whose works are exhibited in museums here and abroad and who will open a show at the Whitney Museum of American Art in New York City this month -- will be a guest.

NBC-TV PROGRAM HIGHLIGHT SEPT. 20

SUNDAY -- Visit with Rep. William E. Miller, Republican Vice Presidential candidate, and family, filmed in their home in Lockport, N. Y.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 11, 1964

JOHN CHANCELLOR IS ASSIGNED TO NBC NEWS' STAFF OF WASHINGTON CORRESPONDENTS

John Chancellor, one of the NBC News team of television floor reporters acclaimed by critics for its outstanding performance at the Republican and Democratic conventions, has been assigned to NBC News' staff of Washington correspondents, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

In addition to his duties in covering the capital, Chancellor will prepare for his Election Night assignment of reporting the vote projections and analysis provided by NBC's "Electronic Vote Analysis" system.

As one of the "floor horsemen" at the Democratic convention, Chancellor maintained exclusive network television and radio coverage of the Mississippi Freedom Democratic Party demonstration outside Convention Hall for more than an hour during one session. His many other news beats at that convention included the only interview with Eugene (Bull) Connor of Alabama as Connor, ordered to leave by a sergeant-at-arms, forced his way through the crowd and out of the hall.

At the Republican convention, Chancellor had the unique experience of broadcasting his own "arrest" as he was escorted off the convention floor. His refusal to leave until police led him away, and his humorous reporting of the incident, brought many congratulatory telegrams and letters from all parts of the country.

(more)

Since 1950 he has covered every Presidential campaign and all but one important off-year election for NBC News. He traveled with Adlai E. Stevenson during the 1956 campaign, and was a television floor reporter at both conventions that year. In 1960 he interviewed the candidates on "The Great Debates" and handled the Midwest Desk on Election Night. After this latter assignment, Time magazine wrote that he "was one of the few commentators who kept saying all night long that the results would be close."

Chancellor joined NBC News in 1950 as the network's Midwestern correspondent. After working in NBC bureaus in Vienna and London, he was named chief of NBC News' Moscow Bureau in mid-1960 and covered the trial of Francis Gary Powers and other important stories. He headed the NBC News bureau covering the Common Market in Brussels last year. His reporting has won him a national Sigma Delta Chi Award and a Robert E. Sherwood Award.

For one year beginning July, 1961, Chancellor was host of NBC-TV's "Today" program.

Chancellor was born in Chicago in 1927. He attended local schools and the University of Illinois. After Army service, he joined the Chicago Sun-Times in 1948 and for two years had various assignments as reporter, rewrite man and feature writer before starting his career in broadcacasting.

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NBC-New York, 9/11/64

NBC

TOKYO 1964

NBC SPORTS, A DEPARTMENT OF NBC NEWS

September 11, 1964

575-PAGE OLYMPIC GAMES FACT BOOK IS COMPILED BY ROY SILVER FOR NBC PERSONNEL ASSIGNED TO TOKYO FOR COVERAGE

A massive Olympic Games Fact Book compiled by Roy Silver, one of NBC's Olympic News Editors, is being distributed to NBC personnel going to Tokyo for the 1964 Summer Olympic Games.

NBC-TV will present exclusive coverage of the Summer Olympics between Saturday, Oct. 10 and Sunday, Oct. 25, with 19 separate telecasts totaling 14½ hours.

The 575-page, loose-leaf book will provide the network's Tokyo-bound staff with facts, figures and other background information on the Olympics and Olympians. Included are stories written by NBC-TV's four Olympic commentators. Bill Henry tells of "70 Years of Olympics," Bud Palmer reports on "The Rome Olympics," Jim Simpson takes "A Look Back to Helsinki, Melbourne and Rome, and a Look Forward to Tokyo," and 1960 decathlon champion Rafer Johnson describes "What the Olympics Mean to an Athlete."

Other features of the fact book include world, Olympic and U. S. records of various Olympic sports, Rudyard Kipling's "Olympic Hymn" and personality profiles on outstanding American and world athletes.

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JACK TRACY
ROOM 320

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TOKYO 1964

NBC SPORTS, A DEPARTMENT OF NBC NEWS

NBC-TV WILL INCLUDE ALL 20 SPORTS IN TWO-WEEK COVERAGE OF 1964 SUMMER OLYMPICS IN TOKYO

- - -

Day-by-Day Schedule of 20 Telecasts Announced

All 20 sports in the 1964 Summer Olympic Games in Tokyo will be included in NBC-TV's two-week coverage of the Games, starting Saturday, Oct. 10.

Jim Kitchell, producer of NBC-TV's Olympic coverage, has announced the schedule of telecasts along with a tentative list of program content.

"Every sport on the Olympic schedule will be covered at some time during the two weeks, with special emphasis naturally on the two sports Americans most closely identify with the Summer Olympics -- track and field, and swimming and diving," said Kitchell.

The other Summer Olympic sports are rowing, basketball, boxing, canoeing, cycling, fencing, football, gymnastics, weightlifting, field hockey, judo, wrestling, modern pentathlon, equestrian sports, shooting, volleyball, water polo and yachting.

NBC-TV plans to cover the opening ceremonies of the Games of the XVIII Olympiad live via the new Syncom III satellite, and will present exclusive taped telecasts of Olympic events each evening while the Games are in progress. The overall coverage comprises 20 telecasts totaling 16½ hours. NBC-TV's Olympic commentators will be Jim Simpson, Bud Palmer, Bill Henry and 1960 Olympic decathlon champion Rafer Johnson

(more)

The schedule of telecasts, with program highlights, follows:

Saturday, Oct. 10 (1 to 3 a.m. EDT via Syncom satellite) -- Opening ceremonies including entrance of Emperor Hirohito, parade of athletes, address by Avery Brundage, president of International Olympic Committee, requesting Emperor to proclaim open the Games; raising of Olympic Flag, arrival of Olympic Flame, athletes taking Olympic Oath.

Sunday, Oct. 11 (6:30 to 7:30 p.m. EDT) -- Review of opening ceremonies, men's 100-meter freestyle heats in swimming, women's springboard diving eliminations.

Monday, Oct. 12 (11:15 to 11:30 p.m. EDT) -- Finals of men's 100-meter freestyle, women's 200-meter breaststroke, women's springboard diving.

Tuesday, Oct. 13 (7:30 to 8:30 p.m. EDT) -- Track and field preview; rowing semi-finals, featherweight finals in weightlifting; yachting.

Tuesday, Oct. 13 (11:15 to 11:30 p.m. EDT) -- Finals of women's 100-meter freestyle and men's 200-meter backstroke.

Wednesday, Oct. 14 (11:15 to 11:30 p.m. EDT) -- Start of track events, men's 100-meter heats, men's 10,000-meter final; final of men's 400-meter free-style relay in swimming.

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Thursday, Oct. 15 (10 to 11 p.m. EDT) -- Finals of women's long jump and men's 100-meter dash, rowing eight-oar final and summary, finals of men's springboard diving and women's 100-meter backstroke.

Thursday, Oct. 15 (11:15 to 11:30 p.m. EDT) -- Finals of men's 400-meter freestyle and men's 200-meter breaststroke, finals of men's discus.

Friday, Oct. 16 (11:15 to 11:30 p.m. EDT) -- Finals of men's 400-meter hurdles, men's 800-meter run and women's 100-meter dash; final of women's 100-meter butterflystroke.

Saturday, Oct. 17 (5 to 7 p.m. EDT) -- Finals of women's 400-meter run, men's 200-meter dash and men's shot put; finals of men's 400-meter medley relay in swimming; summary of week's highlights including women's high-diving final, volleyball, shooting, rowing, wrestling, boxing, basketball, weight-lifting, track and field events.

Sunday, Oct. 18 (6:30 to 7:30 p.m. EDT) -- Finals of men's 110-meter hurdles and men's 5,000-meter run; finals of men's high-diving, men's 1,500-meter freestyle, men's 200-meter butterflystroke and women's 400-meter free-style on final day of swimming and diving.

Monday, Oct. 19 (11:15 to 11:30 p.m. EDT) -- First day of men's decathlon events, finals of women's 200-meter dash and women's 400-meter run; equestrian cross country.

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Tuesday, Oct. 20	(10-11 p.m. EDT) -- Decathlon summary; women's compulsory and men's voluntary exercises in gymnastics; fencing, judo, Greco-Roman wrestling.
Tuesday, Oct. 20	(11:15 to 11:30 p.m. EDT) -- Finals of women's 800-meter run and women's shot put; start of final round in basketball.
Wednesday, Oct. 21	(11:15 to 11:30 p.m. EDT) -- Finals of men's 1,500-meter run and men's 1,600-meter and 400-meter relay races.
Thursday, Oct. 22	(11:15 to 11:30 p.m. EDT) -- Boxing semi-finals; equestrian grand prix dressage; cycling individual road race.
Friday, Oct. 23	(7:30 to 8:30 p.m. EDT) -- Marathon and finals of high jump; finals of water polo, football, canoeing, field hockey and yachting.
Friday, Oct. 23	(11:15 to 11:30 p.m. EDT) -- Men's and women's special competition in gymnastics.
Saturday, Oct. 24	(5 to 7 p.m. EDT) -- Final game of basket ball; boxing finals; equestrian grand prix jumping; closing ceremonies; summary of week's highlights concentrating on track and field and swimming and diving events.
Sunday, Oct. 25	(6:30 to 7:30 p.m. EDT) -- Compilation of outstanding individual performances during entire two weeks, interviews with athletes and coaches, analysis of final team standings, preview look at Mexico City as site for 1968 Olympic Games.

-----o----- NBC-New York, 9/14/64

NBC COLOR TELEVISION NEWS

September 14, 1964

SEASON PREMIERE

A NEW YEAR AND A NEW LOOK FOR 'THAT WAS THE WEEK THAT WAS'
Now a Tuesday Feature with Color Among Added Ingredients

Six of the seven members of the "stock company" of "That Was the Week That Was" will be on hand for the program's color premiere Tuesday, Sept. 22 on NBC-TV (9:30-10 p.m. NYT). Nancy Ames (the "TW3 Girl"), Phyllis Newman, David Frost, Pat Englund, Bob Dishy and Buck Henry will be the six in the opening show. Burr Tillstrom, the seventh member, will appear on subsequent shows at irregular intervals.

The full-hour topical humor show will have a new look in its second NBC-TV year, including the addition of color, and changes in setting, staff and cast. There will be a new producer (Herb Sargent), a new director (James Elson), a different studio (the show will originate live from NBC's Studio 6B in New York's RCA Building) a new telecast day (Tuesday instead of Friday) and a special "new look" for the "TW3 Girl," the result of a wardrobe designed by Ray Agahayan.

In addition, the opening theme will be presented each week in a different arrangement by musical conductor Norman Paris. The tempo of the arrangement will be determined largely by the subject

(more)

matter of the lyrics, such as ranging from a stirring military beat to the sinuous rhythms of Latin America, and from jungle drums to Viennese waltzes.

The subject matter of the show, just as last year, will be based on the previous week's headlines. The content of each show never will be set definitely until air time. Sketches, blackouts, song numbers and other specialties will be rehearsed, but final selection and editing of all material by the producers will take place directly before air time.

"That Was the Week That Was" is produced by Leland Hayward Productions Inc., in association with the NBC-TV Network. The program will be written by Gerald Gardner and Dee Caruso, supplemented by contributions from various other writers.

NBC-TV PROGRAM HIGHLIGHT SEPT. 22

THAT WAS THE WEEK THAT WAS: The topical humor revue based on the previous week's headlines returns for its second season. (Color.)

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NBC-New York, 9/14/64

[illegible] of the [illegible], which is [illegible] from a [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], and from [illegible], [illegible] [illegible] [illegible] [illegible].

The [illegible] [illegible] of the [illegible], [illegible] as [illegible] [illegible], will [illegible] [illegible] [illegible] [illegible] [illegible]. The [illegible] of [illegible] [illegible] [illegible] will [illegible] [illegible] [illegible] [illegible] [illegible], [illegible], [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

NBC SPORTS

A DEPARTMENT OF NBC NEWS

September 14, 1964

1964 NBC-NCAA FOOTBALL SCHEDULE AND GAME TIMES

DATE	GAME	LOCAL TIME	NYT
Sept 12 (N)	Pittsburgh - UCLA	12:45-3:45 EDT	12:45-3:45
Sept 19 (R)	Penn State - Navy	1:15-4:15 EDT	1:15-4:15
	Florida - SMU	1:15-4:15 EST	2:15-5:15
	Wisconsin - Kansas State	1:15-4:15 CDT	2:15-5:15
	Washington State - Stanford	1:15-4:15 PDT	4:15-7:15
Sept 26 (N)	Minnesota - Nebraska	1:15-4:15 CST	3:15-6:15
Oct 3 (R)	Holy Cross - Syracuse	1:15-4:15 EDT	1:15-4:15
	TCU - Arkansas	1:15-4:15 CST	3:15-6:15
	Iowa - Washington	1:15-4:15 CST	3:15-6:15
	Air Force - Colorado State	1:15-4:15 MST	4:15-7:15
Oct 10 (N)	Texas - Oklahoma	2:15-5:15 CST	4:15-7:15
Oct 17 (N)	Ohio State - USC	1:15-4:15 EST	2:15-5:15
Oct 24 (R)	Harvard - Dartmouth	1:45-4:45 EDT	1:45-4:45
	Michigan - Minnesota	1:15-4:15 EST	2:15-5:15
	LSU - Tennessee	1:15-4:45 CST	3:45-6:45
	Missouri - Iowa State	1:15-4:45 CST	3:45-6:45
Oct 31 (R)	Syracuse - Pittsburgh	1:15-4:15 EST	1:15-4:15
	Carolina State - S. Carolina	1:15-4:15 EST	1:15-4:15
	Rice - Texas Tech	1:45-4:45 CST	2:45-5:45
	Air Force - Arizona	1:15-4:15 MST	3:15-6:15
Nov 7 (N)	Michigan - Illinois	1:15-4:15 EST	1:15-4:15
Nov 14 (N)	Notre Dame-Michigan State	1:15-4:15 EST	1:15-4:15
Nov 21 (R)	Princeton - Cornell	1:15-4:15 EST	1:15-4:15
	North Carolina - Duke	1:15-4:15 EST	1:15-4:15
	Illinois - Michigan State	1:15-4:15 CST	2:15-5:15
	UCLA - USC	1:15-4:15 PST	4:15-7:15
Nov 26 (N) (Thanksgiving)	Alabama - Auburn	1:45-4:45 CST	2:45-5:45
Nov 28 (N)	Army - Navy	1:15-4:15 EST	1:15-4:15
Dec 5 (N)	Miss.-Miss. State	1:45-4:45 CST	2:45-5:45

(N indicates National and R indicates Regional. Home teams underlined.)

PRESS DEPARTMENT, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020

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NBC COLOR TELEVISION NEWS

September 14, 1964

BIG LINEUP OF GUEST STARS ON BOB HOPE'S FIRST FILMED COMEDY-DRAMA OF SEASON ON HIS CHRYSLER COLOR SERIES

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'Have Girls--Will Travel' Has Music and Dance Highlights

Bob Hope stars as a bungling marriage broker trying to "Win the West" with mail-order brides, in his first filmed comedy-drama of the season "Have Girls--Will Travel," on "Chrysler Presents a Bob Hope Comedy Special" Friday, Oct. 16 (NBC colorcast, 8:30-9:30 p.m. EDT).

Jill St. John, Rhonda Fleming, Marilyn Maxwell, Aldo Ray, Rod Cameron, Sonny Tufts and Bruce Cabot guest-star in the full-hour production written by Alex Gottlieb and Robert Hammer from a story by Hammer. The show was produced by Mort Lachman and directed by Frederick De Cordova. Harry Tugend is executive producer.

Horatio Lovelace (Hope) is thrown into the golden gulch jail by the sheriff (Cabot) for attempting to sneak town without paying his hotel bill. The rowdy Murdock brothers, Moose (Ray), Tiny (Cameron) and Monk (Tufts) also land in jail for brawling at Queenie's saloon, and Horatio craftily manages to convince each of them to order one of his Eastern brides. The Murdocks agree but unfortunately have to leave town to protect their gold mine from claim jumpers. When the beauties, Purity (Miss Fleming), Faith (Miss St. John) and Charity (Miss Maxwell) arrive they have no interest in marriage. The sheriff releases Horatio from jail on the condition that he can convince the girls to be brides when the Murdocks return.

(more)

Featured in the cast are Iris Adrian as Queenie, Peter Leeds as Flint, Milton Frome as the hotel keeper and Bob Jellison as the bath-house attendant. In addition, several "surprise" guest celebrities perform cameo roles throughout the production.

The song "There's Gold in Them Thar Hills" was written by Sammy Cahn and James Van Heusen. Music for the comedy-drama was written by Joseph J. Lilley, and choreography for the dances by Miss Fleming, Miss St. John and Miss Maxwell was created by Miriam Nelson.

NBC-TV PROGRAM HIGHLIGHT OCT. 16

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL: "Have Girls -- Will Travel" -- Hope's first filmed comedy-drama of the season casts him as a marriage broker trying to "win the old West" with mail-order brides. Big roster of guest stars includes Jill St. John, Rhonda Fleming, Marilyn Maxwell, Aldo Ray, Rod Cameron, Sonny Tufts, Bruce Cabot. (Color.)

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NBC-New York, 9/14/64

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 15, 1964

XEROX BUYS FULL SPONSORSHIP OF COLOR SPECIAL, 'THE LOUVRE'

The Xerox Corporation has purchased full sponsorship of the NBC News color special "The Louvre," which will be telecast Tuesday, Nov. 17 (10-11 p.m. EST) on NBC-TV, it was announced today by Sam K. Maxwell, Director of Special Program Sales, NBC-TV.

Charles Boyer will be narrator for the special, which marks the first time that American television cameras were allowed inside the Louvre, to focus on its art treasures.

The Xerox Corporation order was placed through Papert, Koenig, Lois Inc.

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NBC COLOR TELEVISION NEWS

SEASON PREMIERE

'KRAFT SUSPENSE THEATRE' STARTS NEW SEASON WITH COLORCAST DRAMA STARRING SAL MINEO (AS A DEAF MUTE), ALBERT DEKKER, JO VAN FLEET, PATRICIA HYLAND IN PLOT OF FAMILY TURMOIL

Sal Mineo, Albert Dekker, Jo Van Fleet and Patricia Hyland star in "The World I Want," premiere Fall drama of NBC-TV's "Kraft Suspense Theatre" color series, Thursday, Oct. 1 (10-11 p.m. NYT).

The story focuses on the lives of four individuals -- cabinetmaker Karl Hesse (Dekker); his jealous wife Hilde (Miss Van Fleet); their deaf-mute employee, Ernie (Mineo), whom Mrs. Hesse sends to spy on her husband every time he leaves the shop, and their niece Fern (Miss Hyland), a sad, helpless witness to simmering hatreds which are fused into murder.

The drama's title, "The World I Want," is taken from the title of a theme which Fern -- in an effort to block out the real horrors of her daily life -- is writing for school.

Also in the cast of the season's premiere drama are Leonard Nimoy as Mr. Brody, Pat Renella as the first detective and Richard Venture as the second detective.

"The World I Want" was produced by Frank Rosenberg, directed by Elliot Silverstein and written by Halsted Welles.

NBC-TV PROGRAM HIGHLIGHT OCT. 1

KRAFT SUSPENSE THEATRE: "The World I Want" -- Sal Mineo portrays a deaf-mute "spy" for the jealous wife of a cabinetmaker. (Season premiere. Color.)

-----o----- NBC-New York, 9/15/64

September 15, 1964

BOB HOPE JOINED BY MILTON BERLE, JACK BENNY, DEAN MARTIN, PHYLLIS DILLER AND LES BROWN'S BAND FOR SEASONAL DEBUT OF "CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL"

Bob Hope casts a comedic eye on television's new "monster" shows in the seasonal debut of "Chrysler Presents A Bob Hope Comedy Special" Friday, Sept. 25 (NBC-TV Network, 8:30-9:30 p.m. NYT).

Milton Berle, Jack Benny, Dean Martin, Phyllis Diller and Les Brown and his Band of Renown join Bob for the gala kick-off of his second season of weekly Chrysler-sponsored specials, a varied fare of comedy, variety and dramatic programs.

Hope's monologue will include observations on the start of a new TV season -- Bob is beginning his 15th on NBC-TV -- as well as sidelights on political campaigning and other current events.

In "The Year of the Monsters" sketch, Uncle Miltie is cast as The Atomic Chicken, a successful TV boogeyman, and Hope portrays The Bat, an out-of-work monster who receives only abuse from his not-so-loving spouse, Cynthia Witch, played by Miss Diller.

Benny, whose own comedy series, "The Jack Benny Program" will follow Hope's program each Friday beginning this date, Sept. 25., (9:30-10 p.m. NYT) interrupts Bob throughout the show attempting to get the "feel" of the audience and the studio.

(more)

Martin and Hope combine talents for a sketch dealing with how a Kentucky backwoodsman reacts to the news that he will benefit from the "war on poverty." Martin will return to sing his current hit recording, "Everybody Loves Somebody."

In another sketch, Miss Diller, as a kookie marriage counselor attempts to solve the domestic problems of troubled husband Hope in a highly unorthodox manner. (Miss Diller will become an NBC Radio "Monitor" personality beginning Oct. 3.)

The program was written by Mort Lachman and Bill Larkin, John Rapp and Lester White, Charles Lee and Gig Henry, with Norman Sullivan as consultant. Jack Shea is the director.

NBC-TV PROGRAM HIGHLIGHT SEPT. 25

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL -- Starting his 15th year on NBC-TV and his second season of weekly specials, Bob Hope's guests include Milton Berle, Jack Benny, Dean Martin, Phyllis Diller and Les Brown and his Band of Renown.

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NBC-New York, 9/15/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

September 16, 1964

PONTIAC, FOR SECOND YEAR, BUYS FULL SINGLE-DATE SPONSORSHIP ON NBC'S "TODAY" AND "TONIGHT" TO INTRODUCE NEW AUTO LINE

For the second consecutive year, the Pontiac Division of General Motors Corp. has purchased complete single-date sponsorship of NBC-TV's "Today" show and "The Tonight Show Starring Johnny Carson" to introduce its new line of autos.

Announcement of the sponsorship in "Today" and "Tonight" on Thursday, Sept. 24 was made today by Mike Weinblatt, Director, Participating Sales, NBC-TV.

"Last year, Pontiac became the first advertiser to recognize the significant promotional value of complete sponsorship of 'Today'-'Tonight,' which provides all of the excitement of a TV special," Mr. Weinblatt said. "We are delighted that Pontiac has chosen to repeat its sponsorship of both programs again this year."

The entire "Today" show of Sept. 24 will be devoted to an informal survey of American dancing -- both social and theatrical -- with Ray Bolger as guest star. Bolger, along with dancers Alyn Ann McLerie, "Killer" Joe Piro and others, will illustrate social dancing from the waltz to the swim, and show business dancing from the vaudeville soft-shoe to today's Broadway musicals, television and movies.

The Pontiac order was placed through MacManus, John & Adams.

("Today" is telecast 7 to 9 a.m. EDT, and "The Tonight Show Starring Johnny Carson" is presented in color, 11:15 p.m. to 1 a.m. EDT).

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September 16, 1964

SAUTER LABORATORIES BUYS SPONSORSHIP
IN 11 NBC-TV PROGRAMS FOR 1964-65

Sauter Laboratories, Inc., proprietary of Hoffman-La Roche, has purchased sponsorship in seven prime-time NBC-TV programs and in four daytime programs for 1964-65, it was announced today by John M. Otter, Vice President, National Sales, NBC Television Network.

The nighttime programs are "The Alfred Hitchcock Hour," "That Was The Week That Was," "The Virginian," "Wednesday Night at the Movies," "Daniel Boone," "International Showtime," and "The Jack Paar Program." The daytime programs are "Concentration," "Let's Make a Deal," "The Loretta Young Theatre," and "The Doctors."

The Sauter Laboratories, Inc., order (for Romilar CF and Children's Romilar) was placed through McCann-Erickson.

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NBC TRADE NEWS
September 16, 1964

NBC ENTERPRISES RENEWS MADE-IN-JAPAN 'ASTRO BOY,' HALF-HOUR CARTOON SERIES, FOR ANOTHER YEAR

"Astro Boy," the half-hour cartoon series which has had spectacular success since it was introduced in the United States by NBC in 1963, has been signed for another year, it was announced today by George Graham, Vice President in Charge of NBC Enterprises, a division of the National Broadcasting Company.

Last year's series plus the new 52 half hours gives prospective buyers 104 half-hours which can be stripped five times a week or run once a week, whichever they choose. "Astro Boy" is the only Japanese half-hour to be successfully distributed world-wide by a TV network or packager. The show was created and produced by NBC Films in co-operation with Japan's Mushi Production Company.

Since "Astro Boy" is the property of NBC Enterprises, it falls into two categories, NBC International and NBC Domestic Enterprises. On the International side of the picture, "Astro Boy" has been successfully dubbed into Spanish and Portuguese and distributed in Latin America. It has also been sold in the United Kingdom, Nigeria, Syria, and Australia. It is planned to dub it into two other languages, Italian and German.

"Astro Boy" has had unequalled success in Domestic film sales and audience popularity. Through NBC Films it reaches a complete cross-section of the country. The two latest additions to the show's sales roster are WEWS - Cleveland, Ohio and WCAX - Burlington, Vt. Three stations, WNEW, New York; WTTG, Washington, D.C.; and KHJ, Los Angeles, have renewed "Astro Boy."

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September 16, 1964

NBC TELEVISION RELIGIOUS PROGRAM TO START
14TH YEAR OF CONTINUOUS WEEKLY PRODUCTION

The NBC Television Religious Program will start its 14th year of continuous weekly production Sunday, Oct. 4 (1:30-2 p.m. NYT), with "Requiem for Henry Perrin," a drama of the priest-worker movement in France after the Second World War.

Outstanding on the agenda for 1964-65 will be a full-hour color film on archaeology and the Bible, made on location in the Middle East and surveying the remains of great civilizations of antiquity -- Persian, Babylonian, Assyrian, Sumerian, Egyptian, Israelite, and Greek among them.

Other prominent features will be a dramatic series dealing with the "crisis in the Christian conscience," a documentary-style cycle concerning family responsibility, a lecture series devoted to "Prophetic Voices of the Old Testament," and a memorial tribute to President Kennedy on the first anniversary of his assassination.

Each presentation in the 52-week schedule will be produced in cooperation with one of the nation's major faith groups. During 1964-65 the program will be on view 24 times as "Frontiers of Faith" (in cooperation with the National Council of Churches), 16 times as "The Catholic Hour" (with the National Council of Catholic Men), eight times as "The Eternal Light" (with the Jewish Theological Seminary of America), twice as "The Southern Baptist Hour" (with the Southern Baptist Convention), once as "I Believe" (with the Lutheran Church - Missouri Synod), and once as "Faith and the Bible" (with the American Council of Christian Churches.) (more)

CHRONOLOGY FOR 1964-65

In October, "The Catholic Hour" will offer a series of four dramas under the general title of "Crisis in the Christian Conscience," emphasizing the dilemma of the Catholic, priest or layman, in relationship to contemporary moral issues. "Requiem for Henri Perrin," the first (Oct. 4), is by the Rev. Donald Cunningham and tells the story of Father Perrin, a priest-worker who combined his ministry with factory life.

Robert Crean, well-known TV writer who has contributed many prize-winning scripts to "The Catholic Hour" in recent seasons, is the author of the three other dramas in this cycle: "Nightwatch," concerning a fictional priest in America today who questions his impact on parish and society, Oct. 11; "The Witness," the true story of a German peasant who died a martyr because he refused to fight in "unjust" World War II, Oct. 18; and "The Prophet," depicting an American who finds he must take risks in order to influence his community and society, Oct. 25.

In November and December, "The Eternal Light" will present a series of five dramas and three conversations. The first, "Inscription for a Blank Page," a drama by Millard Lampell based on the life of the theologian and historian Solomon Schechter, will be telecast Nov. 1; a conversation with the singer Robert Merrill, Nov. 8; a conversation with Associate Justice Arthur Goldberg of the United States Supreme Court, Nov. 15; "Some Small Part of Each of Us," a dramatic tribute by Virginia Mazer marking the first anniversary of President Kennedy's assassination, Nov. 22; and a conversation between Mark Van Doren and Maurice Samuel on "The Psychology of the Bible," Nov. 29.

(more)

[illegible]

In October, "The Catholic Home" will offer a series of four [illegible] under the general title of "Events in the Christian Dispensation" [illegible] for children of the [illegible], ranging in length, in relation [illegible] contemporary social issues. "Teaching the Family Prayer" [illegible] (Oct. 3) is by the Rev. Donald Quinlivan, S.J., [illegible] Prayer, a [illegible] and [illegible] [illegible] [illegible].

Among others, Anti-Semites, by Father John Courtney Murray [illegible] "The Difficult Hour" is [illegible] [illegible] of the Nazi [illegible] [illegible] [illegible]

Also, "Immortal Journey," a drama by Alvin Boretz in observance of Human Rights Day, Dec. 6; an as yet untitled drama by Millard Lampell dealing with a labor leader, Dec. 13; "The Alibi," a drama by Irve Tunick based on the Jewish Theological Seminary's 1963 message for the High Holy Days, Dec. 20. A "Southern Baptist Hour" drama will follow Dec. 27.

In January, "The Catholic Hour" will offer a series of four "visual lectures" on family responsibility (Jan. 3, 10, 17 and 24).

In February, March and April, "Frontiers of Faith" will present a series of 13 illustrated lectures on "Prophetic Voices of the Old Testament" by Dr. Hagen Staack, who heads the department of religion at Muhlenberg College in Allentown, Pa. (Feb. 7 through April 25). Dr. Staack, a geologist as well as a theologian, gave a 13-week series of lectures in 1963 which proved to be so successful that he was recalled for another 13-week series in 1964.

In May, "The Catholic Hour" will be back with a series of four documentary-style telecasts on mental health in the United States (May 2, 9, 16 and 23).

A full-hour color telecast dealing with archaeology and the Bible will be a "Southern Baptist Hour" presentation May 30 (exact hour to be announced). The program, surveying the remains of great civilizations of antiquity, was filmed on location in Iran, Iraq, Egypt, Jordan and Israel. It will show, through the surviving physical monuments and writings, how man moved forward to a belief in one God and to the development of an ethical life within the Judaic-Christian tradition.

(more)

In June and July, "Frontiers of Faith" will offer an eight-week series of illustrated lectures on "The Parables" by Dr. Browne Barr, of the Pacific School of Religion, Berkeley, Calif. (June 6 through July 25).

In August, "The Catholic Hour" will have a series of four conversations (Aug. 1, 8, 15 and 22), to be followed by a "Faith and the Bible" devotional service Aug. 29.

In September, "Frontiers of Faith" will offer a four-week lecture series by Dr. Leonidas C. Contos, dean of St. Sophia Greek Orthodox Cathedral, Los Angeles (Sept. 5, 12, 19 and 26). "I Believe" will be the Oct. 3 presentation.

In addition to the regular weekly presentation of the NBC Television Religious Program, eight specials will be produced by the unit for religious holidays in 1964-65. These will include telecasts on Christmas Eve, Christmas Day, Palm Sunday, Easter Sunday, as well as for the Jewish observances of Hanukkah, Passover, Rosh Hashonah and Yom Kippur.

Doris Ann, manager of NBC religious programs, is executive producer of all the NBC Television Religious Program offerings. Martin Hoade is producer-director of all but "Frontiers of Faith."

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NBC-New York, 9/16/64

September 16, 1964

A TV FIRST: NBC WILL PRESENT BEST PLAYERS OF BLOCK OF GAME SHOWS IN 'WEEK OF CHAMPIONS' COMPETITION TO DETERMINE THE 'CHAMPION OF CHAMPIONS' ON EACH OF FOUR PROGRAMS

NBC has announced that, for the first time in television history, a block of game shows will bring all of its best players back to engage in a "Week of Champions" competition to determine the "Champion of Champions" on each program.

Throughout the week of Monday, Sept. 28 through Friday, Oct. 2, four NBC-TV game shows will participate in the "Week of Champions." They are "Merv Griffin's Word for Word," 10:30-10:55 a.m. EDT, in color; "Concentration," 11-11:30 a.m. EDT; "Jeopardy," 11:30 a.m.-12 Noon EDT in color; and "Say When," 12 noon-12:30 p.m. EDT, in color. There is a possibility that some of the competitions will carry over into the following week.

According to Robert F. Aaron, Director of Daytime Programs, NBC-TV Network, the "Week of Champions" has been instituted for two reasons. "First," Mr. Aaron said, "we know that these competitions are tremendously effective. Last season, 'Concentration' scheduled its first 'Challenge of Champions' and achieved its highest share of the season. It seems that the game show viewers develop very strong rooting interests over the year and look forward to seeing how their favorites will do against other top players in the game.

"Second, during the Summer months, normal viewing habits are dislocated because of the high incidence of children's TV viewing. In the

(more)

Fall, we return to the normal pattern with the housewife being more dominant in dial selection.

"We wanted a most dramatic device to get the NBC-TV Fall-Winter season off to the fastest start possible."

During the "Week of Champions," each of the four participating programs will expand its prize structure and, in addition, present a special bonus to each "Champion of Champions."

Twenty-nine "Week of Champions" contestants will come to New York City from many far-flung points, including Texas, North Carolina, Virginia, Ohio and Hawaii.

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NBC-New York, 9/16/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

September 16, 1964

AMERICA'S CUP RACE IN NEWPORT, R. I., WILL BE COVERED LIVE BY NBC-TV SPORTS SPECIAL SEPT. 19 WITH FRANK BLAIR AS HOST

The NBC-TV Sports Special will cover live the America's Cup race in Newport, R. I., Saturday, Sept. 19

Host for the show will be NBC News correspondent Frank Blair, who has set up headquarters 100 feet from the docking area of the Constellation, the American defender, and 100 yards from the docking area of the Sovereign, Britain's challenger. From this strategically-placed mobile unit Blair can quickly reach the winning ship when she finishes the last race. To this mobile unit will come up-to-the-second reports from an NBC helicopter that will hover between the two yachts. For the first time NBC Sports will use a special micro-wave power amplifier to transmit the helicopter crew's reports to the mobile unit as the competing boats jockey through the nine-mile triangular Olympic-type course. On hand to analyze the tactics of the yachts will be guest expert Cornelius Shields Sr., author of "Cornelius Shields on Yachting."

Up-to-date live reports on the progress of the race will be shown during segments of the Penn State-Navy and Florida-Southern Methodist NCAA football telecasts. The final wrap-up report will appear on Sander Vanocur's six o'clock NBC-TV news show.

(more)

In each section of the country the NBC Sports Special will be on for a half-hour before the pre-NCAA football game show -- 12 noon to 12:30 p.m. in Eastern Daylight Time zone; 12:30 to 1 p.m. Eastern Standard Time, Central Daylight Time and Pacific Daylight Time.

If the Saturday race is cancelled, the NBC Sports Special will show video-taped reports of the crucial moments in the races that were run prior to Saturday with analytical commentary by Cornelius Shields. Directing the Sports Special is Bob Priaulx, instant news specials expert. David Kennedy is the producer and Peter Molnar is executive producer.

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NBC-New York, 9/16/64

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York, N. Y. 10020

September 16, 1964

CLASSROOM TEACHERS COMMEND NBC FOR 'MR. NOVAK' AND 'EXPLORING'

The Department of Classroom Teachers of the National Education Association, in a resolution adopted by the organization's 1964 convention, has commended the National Broadcasting Company for two of its television series. Cited for commendation are "Mr. Novak," which begins its second season on NBC-TV Tuesday, Sept. 22 (7:30 to 8:30 p.m. NYT), and "Exploring" which enters its third season on Saturday, Oct. 17 (at 12 noon NYT, in color).

The Classroom Teachers commended the "Mr. Novak" series "for dramatizing with sympathy and understanding certain aspects of the life of teachers."

"Exploring" was cited "for the enrichment it provides for children."

In making these television commendations as part of a series of resolutions passed by this year's convention, the Department of Classroom Teachers noted that it "is proud of the role educators are playing as technical or content advisers or representatives of the profession."

The resolution also urged "classroom teachers to make their approval of these television series known to sponsors, producers, and broadcasting companies and to continue their cooperation with producers so that education will be realistically portrayed for the nation and its children."

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Press Department, Room 320

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

September 17, 1964

NBC NEWS WILL PROVIDE FULL TV COVERAGE OF BRITISH ELECTIONS

- - -

Chet Huntley and David Brinkley to Go to Britain

NBC News will provide American audiences with comprehensive coverage of the British elections, including the election night returns to be telecast live via Relay Satellite on Thursday, Oct. 15.

David Brinkley will go to Great Britain to participate in coverage of pre-election developments; Chet Huntley will be there later to cover the election itself. Brinkley will return to the United States before Huntley's departure for Great Britain. The one based in Britain will provide the other, based in this country, with timely election information for the Monday-through-Friday "Huntley-Brinkley Report" on NBC-TV.

NBC News will establish its own area of operations in the BBC election headquarters in London, where it will have full access to all of BBC's coverage.

In addition to Huntley and Brinkley, the NBC News team will include Joseph C. Harsch, NBC News senior European correspondent; Kenneth Bernstein, London correspondent, and other members of the news staff. A special production team will leave New York next week to cover the pre-election events and the election itself.

Other British election features will be a half-hour special on Sunday, Oct. 11 (NBC-TV, 5-5:30 p.m. EST), and a telecast via Relay Satellite on the "Today" show, Friday, Oct. 16, the day after the election.

Donald Meany, Director, News Programs, NBC News, will be in charge of the British election coverage.

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NBC COLOR TELEVISION NEWS

September 17, 1964

ANDY WILLIAMS WILL GREET JACK BENNY, JANET LEIGH, JONATHAN WINTERS AS GUESTS ON SEASON'S PREMIERE

Andy Williams will welcome special guest Jack Benny and guest stars Janet Leigh and Jonathan Winters to the season's premiere of "The Andy Williams Show" color series Monday, Oct. 5 (NBC-TV Network, 9 to 10 p.m. EDT). The Osmond Brothers and the Good Time Singers are featured on the full-hour music-variety show.

(Benny will star on his own NBC-TV comedy series Fridays (9:30-10 p.m. EDT) starting Sept. 25. Winters will star in a series of six NBC-TV specials which will pre-empt the "Andy Williams Show" on various dates during the season.)

Andy opens his show (and the season) singing "It's a Most Unusual Day," and is joined by the singers and dancers for a special version of "Hello Dolly."

Next is a comedy skit featuring Benny, music director Dave Grusin, Andy -- and Benny's violin, which raises havoc with the orchestra. Andy then sings "People Who Need People" from "Funny Girl."

The Osmond Brothers make their season's debut, teaming with Andy in a swinging version of "Red Red Robin," and discussing "money" with Benny in another comedy sketch.

(more)

During the informal spot, Jonathan Winters offers ad-lib comedy features. Then Miss Leigh dances a sailor number especially created for her by choreographer Nick Castle, which ends with a surprise. Andy and Janet then "kill time" in a two-minute song and dance routine to "Bee Bom."

In the final production number, "Island in the Caribbean," Benny, as a Latin lover, tries to woo Janet away from Andy, but winds up actually in the air. Andy closes the show singing "I Believe."

Bob Finkel produces and Bob Henry directs the program.

NBC-TV PROGRAM HIGHLIGHT OCT. 5

THE ANDY WILLIAMS SHOW -- Guest stars Janet Leigh and Jonathan Winters, special guest Jack Benny, the Osmond Brothers and the Good Time Singers join Andy Williams in his season premiere. (Color.)

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NBC-New York, 9/17/64

TOKYO 1964

NBC SPORTS, A DEPARTMENT OF NBC NEWS

September 17, 1964

OLYMPIC CHAMPION SWIMMER MURRAY ROSE JOINS NBC'S TEAM OF COMMENTATORS FOR COVERAGE OF SUMMER OLYMPICS

Another Olympic champion, swimmer Murray Rose, has been added to the broadcasting team for NBC-TV's two-week coverage of the 1964 Summer Olympic Games in Tokyo starting Saturday, Oct. 10, it was announced today by Carl Lindemann Jr., Vice President, NBC Sports.

Rose, winner of three Olympic gold medals in 1956 and another gold medal in 1960, joins 1960 Olympic decathlon champion Rafer Johnson and Jim Simpson, Bud Palmer and Bill Henry as an NBC-TV Olympic commentator.

NBC-TV will televise the opening ceremonies of the Tokyo Olympics live via the new Syncom III satellite on Oct. 10 (1 to 3 a.m. EDT) and will present exclusive taped telecasts of Olympic events each evening and longer programs on weekend dates while the Games are in progress. The overall coverage comprises 20 telecasts totaling 16½ hours. There also will be a one-hour "Olympic Preview" color special Monday, Sept. 28 (10-11 p.m. EDT), with the five commentators participating.

(more)

Rose, representing his native Australia, won Olympic titles in the 400-meter and 1500-meter freestyle and 800-meter relay events at the Melbourne Games in 1956. He captured the 400 title again and finished second in the 1500 at Rome in 1960.

Now living in California, where he attended the University of Southern California and has been appearing in movies, the 25-year-old Rose had sought a berth on this year's Australian team, but was unable to return home last February for the national championships used as a guide in selecting the team. Another attempt to be named to the team was rejected last month after he set a new world record of 17:01.8 for 1500 meters and finished second in the 400 at the U. S. national championships in Los Angeles. That meet was his first major competition since 1962.

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NBC-New York, 9/17/64

September 17, 1964

FOUR MULTI-GAME WINNERS OF "CONCENTRATION" TELECASTS
TO COMPETE IN SERIES' "CHALLENGE OF CHAMPIONS

The four multi-game winners who will compete on "Concentration" in the series' annual "Challenge of Champions" telecasts (NBC, Monday through Friday, 11 a.m. EDT) during the week of Sept. 28-Oct. 2, have been chosen.

They are: Mrs. Jody Groneman, 21 Park Terrace, New City, N.Y.; Mrs. Barbara Stegeman, 405 Whitthorne Drive, Cincinnati, Ohio; Mrs. Marna Sherman, Quarters 1105M, Fort Eustis, Va.; and Mrs. Ruth Glasser, 4 Foxhurst St. of New Hyde Park, N. Y.

Mrs. Glasser competed for a place on the roster of champions during the week of Sept. 7, defeating three other competitors.

The "Challenge of Champions" takes place during the "Week of Champions" in which four of NBC-TV's daytime game shows summon their most successful players from the past season to play against one another. The four shows are "Concentration," "Merv Griffin's Word for Word," "Say When" and "Jeopardy."

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NBC COLOR TELEVISION NEWS

September 17, 1964

TOP NINE 'JEOPARDY' CONTESTANTS TO APPEAR IN 'TOURNAMENT OF CHAMPIONS' WEEK OF SEPT. 28

It will be a battle of the question giants when the top nine contestants who have appeared thus far on "Jeopardy," NBC-TV audience-participation show, are pitted against each other in a "Tournament of Champions" the week of Sept. 28.

The nine -- seven undefeated winners and two other top money winners -- will be vying for "Jeopardy's" Grand Champion crown carrying with big possible cash winnings, a $1,000 bonus, and a week's trip for two to the Virgin Islands.

The roster of blue ribbon contestants who have won a total of $35,000 on the show includes: Sid Krammer, 291 Crown St., Brooklyn, N. Y.; John Murphy, 99 South Clinton Ave., Bay Shore, Long Island, N. Y.; Mrs. Rosemary Taubert, 400 Central Park West, New York City; Mrs. Terry Thompson, 439 St. Marks Ave., Westfield, N. J.; Mrs. Helen Beck, 83-20 141st St.,Jamaica, Long Island, New York; Mrs. Ruth Lind, 6722 Bostwick Drive, Springfield, Va.; Pat McDermott, 1831 Southern Boulevard, the Bronx, N. Y.; Mrs. Madeleine Von Koch, 48-60 108th St., Forest Hills, Long Island, N. Y., and Mrs. Phyllis Gallo, Lima, Ohio.

The playoffs will begin Monday, Sept. 28, and continue throughout the week. The Grand Champion will be crowned after the game of Friday, Oct. 2.

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"Jeopardy," with Art Fleming as host, is colorcast Monday-through-Friday, 11:30 a.m.-12 noon EDT. It premiered in March, and immediately set a new viewer-response mail record. It is now receiving an average of upwards of 300 letters a day.

Since its inception six months ago, "Jeopardy" has given away over $125,000 in prize money.

"Jeopardy" was created by Merv Griffin's wife, Julann, and is a game show in which the contestants are given answers and challenged to come up with the proper questions.

"Jeopardy" is produced by Bob Rubin and packaged by Griffin Productions. John Rhinehart is the associate producer.

Throughout the week of Sept. 28-Oct. 2, four NBC-TV game shows will be participating in the "Week of Champions." In addition to "Jeopardy," they are "Merv Griffin's Word for Word," 10:30-10:55 a.m.; "Concentration," 11-11:30 a.m., and "Say When," 12-12:30 p.m. -- all EDT.

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NBC-New York, 9/17/64

NBC COLOR TELEVISION NEWS

September 17, 1964

'EXPLORING' OPENS NEW SEASON WITH FEATURES ON 'MIGRATION'

David Wayne, Theodore Bikel, Gypsy Dancers Participate

"Exploring," the Public Affairs presentation of NBC News which complements classroom teaching with programs designed to blend exciting entertainment and information, explores the topic, "Migration" in its first full-hour colorcast of the new season Saturday, Oct. 17 (NBC-TV 12 noon to 1 p.m. EDT).

The program will use color animated films, folk singers, puppets and historic footage to develop the subject, with stage and screen star David Wayne as narrator of one portion, and special guests Theodore Bikel and Alex Hassilev. Dr. Albert Hibbs continues as "Exploring's" host, and the Paul and Mary Ritts Puppets again are "regulars" on each program.

Wayne will narrate the first segment, an animated treatment of Holling C. Holling's "Paddle-to-the-Sea," now one of the most popular books for children. "Paddle-to-the-Sea" introduces the ideas of movement and travel in this tale of a young Indian boy who carves a wooden figure in a canoe and sends it on a long voyage through the Great Lakes and down the St. Lawrence River to the sea.

"Exploring's" second segment again deals with migration and travel, this time through the musical heritage of Russian gypsies, one

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of Europe's most colorful groups of wandering folk. Actor-folksinger Theodore Bikel joins Alex Hassilev and gypsy dancers in this musical portrait.

A science segment is next, featuring Dr. Hibbs and the Ritts Puppets, exploring the mysteries of bird and animal migration. Here Calvin the Crow learns that going South for the Winter is more difficult than he had imagined. Mr Pennywhistle, a new Ritts puppet, has some wise words on safety for all children.

"Exploring's" second half-hour combines historic film footage, animated treatment of stills and old prints, song and story, to bring to children the history of one of the greatest human migrations -- to the New World.

From the early migrations of the American Indians, the early settlements of Spanish, French and English colonists to the great wave of European immigrants of the 19th and 20th Centuries, the program unfolds the story of the early development of America's people.

Young viewers will see wide-eyed children on Ellis Island, people streaming off ferryboats, moving Westward, working in the new land and finding, at the end of their migrations, a new country and a new home.

Ed Scherer produces "Exploring" for NBC News. Ron Hobin is the writer, Don McDonough the director and Lee Miller the associate producer.

NBC-TV PROGRAM HIGHLIGHT OCT. 17

EXPLORING -- 1964-65 season's premiere. The subject is "Migration," with folk singers and puppets. David Wayne is narrator for one segment. Theodore Bikel and Alex Hassilev are guests. Host Dr. Albert Hibbs and Ritts Puppets return.

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NBC-New York, 9/17/64

NBC RADIO NETWORK NEWS

September 17, 1964

CARDINAL RITTER COMMENDS NBC AND ITS AFFILIATED STATIONS FOR 'SIGNIFICANT CONTRIBUTIONS TO RELIGIOUS BROADCASTING'

- - -

Speaks on Closed Circuit Marking "Catholic Hour's" 35th Anniversary

Joseph Cardinal Ritter, Archbishop of St. Louis, paid tribute today to NBC and its affiliated stations throughout the country for their "significant contributions to religious broadcasting."

Cardinal Ritter spoke on a closed circuit to NBC affiliates in anticipation of the 35th anniversary of "The Catholic Hour" on the NBC Radio Network and its new time period starting Sunday, Oct. 4 -- 1:05 to 1:30 p.m. EDT. (The program has been in the 2:30-3 p.m. EDT time period.)

Hailing "The Catholic Hour" as a "uniquely American institution," Cardinal Ritter said, "It represents a remarkable collaboration between one of the great commercial broadcasting networks and the Catholic Church in the United States. As part of its effort to serve the American people, the National Broadcasting Company deserves great credit for having pioneered and sustained religious broadcasting in this country."

Cardinal Ritter took special note of the program's ecumenical appeal. "Vitally concerned with the betterment of ecumenical relations, 'The Catholic Hour' has offered a platform to distinguished leaders of the Protestant, Jewish and Orthodox communities," he said. "The ecumenical appeal of the program has been eloquently attested to by the thousands of letters received each year from members of other communities."

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Through the years, the program has presented the "finest minds in the Church, both lay and clerical," Cardinal Ritter said. "Writers and scholars, artists and musicians, theologians and liturgists, philosophers, scientists and educators all have shared their wisdom and experience with the 'Catholic Hour's' listening audience. Their subjects have encompassed the whole spectrum of human aspiration and endeavor."

The October broadcasts of "The Catholic Hour" (Sundays, Oct. 4, 11, 18 and 25) will be related directly to the Third Session of the Second Vatican Council. The broadcasts will be tape-recorded in Rome, and will include interviews with cardinals and other prelates, as well as with Protestant and Orthodox observers.

In keeping with the changing patterns of network radio, "The Catholic Hour" during the past several years has revised its format to include dramatic, documentary and music programs. The range of subjects has included alcoholism, teen-age moral values, Zen Buddhism, ecumenical dialogues and the Church's mission in such countries as India and Japan.

The program's constant theme, however, is "to relate Catholicism to everyday life and, without proselytizing, to present the Church's message as it is meaningful to the needs and problems of modern man." The program draws a great volume of audience mail, almost 40 per cent of which comes from members of other faiths.

An NBC Public Affairs presentation, "The Catholic Hour" is produced in cooperation with the National Council of Catholic Men.

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NBC-New York, 9/17/64

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 18, 1964

DEMOCRATIC AND REPUBLICAN NATIONAL COMMITTEES
PLACE ADDITIONAL ORDERS ON THE NBC-TV NETWORK

The Democratic and Republican National Committees have placed additional orders on the NBC-TV Network, it was announced by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The Democratic National Committee, through its agency, Doyle Dane Bernbach Inc., purchased 12 five-minute segments in the NBC-TV daytime schedule, with sponsorship beginning Sept. 25.

The Republican National Committee, through its agency, Erwin Wasey, Ruthrauff & Ryan Inc., purchased one full-network half-hour, 9:30-10 p.m. (NYT) Tuesday, Sept. 22.

As announced Aug. 31, the Democratic Committee also purchased participations in six NBC-TV nighttime programs and one full network hour, 10-11 p.m. (NYT), Monday, Nov. 2 and the Republican Committee also purchased sponsorship of 16 five-minute segments in NBC-TV's daytime schedule, which began Thursday, Sept. 17.

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FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York, N. Y. 10020

September 18, 1964

TV TO START IN SAUDI ARABIA APRIL 1 ON FIRST TWO STATIONS
NBC INTERNATIONAL IS CONSTRUCTING IN JIDDA AND RIYADH
AS PART OF 13-STATION PROJECT FOR NATION

Television will begin in Saudi Arabia as of April 1, 1965, on the first two stations which NBC International is constructing at Jidda and Riyadh as part of the previously announced plan to provide Saudi Arabia with 13 television stations.

NBC's Frank Warren, Project Manager for Saudi Arabian TV, who just returned from there, reports that construction has begun on both stations. The building in Jidda, Saudi Arabia's port city and also the largest city in the country, is expected to be ready to receive equipment by the first of October. The building in Riyadh, the capital city of Saudi Arabia, will be ready in early November.

Warren, who joined NBC International July 1, is preparing to move to Saudi Arabia with his family for the duration of the project, estimated at eight to ten years. His first visit there in July was chiefly a survey trip to look over building sites and discuss program policy with government officials. The second, in August, was spent screening Saudi personnel for prospective employment and administering a series of aptitute tests to them. The future employees will be equipment operators and have, at the minimum, a high school education which includes some English.

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Robert Myers, of NBC International, will escort two English teachers to Riyadh and Jidda next week to conduct a nine-week supplementary course in English for the Saudi personnel. This will facilitate their training by Americans.

The latter half of Warren's second trip was spent visiting Kuwait, Beirut, and Cairo to look at the television facilities in those countries for extension of the Saudi TV projects. According to Warren, Beirut is simultaneously telecasting on two channels from one facility. Both channels broadcast in the evening when Channel 7 runs one feature in Arabic while Channel 9 presents a completely different feature in English or French.

When the two Saudi stations begin telecasting in April, documentaries, educational and travel films, and sports will fill the Saudi Arabian viewers' first schedules.

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NBC-New York, 9/18/64

NBC COLOR TELEVISION NEWS

September 18, 1964

"THAT WAS THE WEEK THAT WAS" SEASON'S
PREMIERE POSTPONED ONE WEEK

"That Was the Week That Was" will have its season's premiere on NBC-TV Tuesday, Sept. 29 (from 9:30 to 10 p.m. EDT, in color), rather than Tuesday, Sept. 22, as previously announced. A paid political broadcast of the Republican National Committee will be presented during the 9:30-10 p.m. EDT period on Sept. 22.

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NBC COLOR TELEVISION NEWS

September 18, 1964

25TH SEASON OF 'BELL TELEPHONE HOUR'--ITS 7TH ON TELEVISION--STARTING ON NBC WITH COLORCAST STARRING BING CROSBY, BURL IVES, McGUIRE SISTERS AND GRANT JOHANNESEN; ORIGINAL CONDUCTOR DONALD VOORHEES ON PODIUM

The 25th season of the "Bell Telephone Hour" -- its seventh on television -- will have a gala start on NBC-TV Tuesday, Oct. 6 (10-11 p.m. NYT, in color) with an all-star cast including Bing Crosby, Burl Ives, the McGuire Sisters and Grant Johannesen. The colorcast will originate live in NBC's Burbank studios. The remainder of the series season's alternate-Tuesday schedule will originate in New York.

"Bell Telephone Hour" started on NBC Radio in April, 1940, with Donald Voorhees on the podium as musical director, a position he still occupies. In January, 1959, the series started on television where it has continued to win accolades, including last season's Peabody Award.

Bing Crosby makes his first appearance on the series in this program. The statistics of his career -- over 200 million records sold, 56 motion pictures and an almost continuous radio and TV career since his debut in 1931 -- are among the factors that have made his voice and his face familiar all over the world.

Burl Ives was described by poet Carl Sandburg as "the mightiest ballad singer of any century." He also is a distinguished

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dramatic actor of stage and motion pictures and a published writer of poetry and prose.

The McGuire Sisters -- Christine, Dorothy and Phyllis -- rose to popularity appearing on the "Kate Smith Show" in 1952. Subsequently they were regulars on the Arthur Godfrey shows. On recordings, in supper clubs and on television they continue as one of the nation's top singing groups.

Grant Johannesen has been seen frequently on the "Bell Telephone Hour" and is a favorite in the concert halls of the U. S. and Europe. The pianist has been hailed for his recordings as well.

The "Bell Telephone Hour" colorcasts are produced by Henry Jaffe Enterprises. Barry Wood is the executive producer of the series. It is sponsored by the Bell System. N. W. Ayer and Son Inc. is the agency.

NBC-TV PROGRAM HIGHLIGHT OCT. 6

"BELL TELEPHONE HOUR": Season's premiere with Bing Crosby, Burl Ives, the McGuire Sisters and Grant Johannesen in the all-star cast. (Color.)

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NBC-New York, 9/18/64

NBC COLOR TELEVISION NEWS

CREDITS FOR 'BELL TELEPHONE HOUR' 1964-65 SEASON

Program Title:	"Bell Telephone Hour"
Time:	NBC-TV Network colorcasts alternate Tuesdays, starting Oct. 6 (10-11 p.m. NYT).
Original starting dates:	NBC Radio, April, 1940. NBC-TV, January, 1959.
Origination:	Oct. 6 program -- 1964-65 season's premiere -- live from NBC studios in Burbank. Balance of season live from NBC studios in New York.
Executive producer:	Barry Wood.
Package producer:	Henry Jaffe Enterprises.
Description:	A full-hour color program of music and dance, including classical and popular artists from Broadway, motion pictures, recordings, night clubs, opera, concert stage, ballet and folk and jazz circuits. A 57-piece orchestra is part of the cast, and lavish production.
Music director:	Donald Voorhees.
Choral director:	Buster Davis.
Producers:	Various.
Directors:	Clark Jones and Sid Smith.
Designer:	Peter Dohanos.
Associate producers:	Ed Cosgrove and Nat Wilkes.
Sponsor:	The Bell System.
Agency:	N. W. Ayer and Son Inc.
NBC Press representatives:	Leonard Meyers, New York; Jane Ober, Burbank.

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NBC-New York, 9/18/64

NBC COLOR TELEVISION NEWS

September 18, 1964

SIR ALEC GUINNESS TO NARRATE "THE OTHER WORLD OF WINSTON CHURCHILL," COLOR DOCUMENTARY ON "HALLMARK HALL OF FAME" BASED ON BRITISH STATESMAN'S BOOK ON ART; MERLE OBERON ADDED TO CAST

Sir Alec Guinness will narrate the NBC-TV documentary "The Other World of Winston Churchill" on the Monday, Nov. 30 colorcast of "Hallmark Hall of Fame" (10-11 p.m. EST).

The color film, based on Sir Winston's book "Painting as a Pastime," in which he wrote of the joys of painting as a hobby and the perpetual interest and challenges of art, is being telecast on his 90th birthday. The film will be shown on the same date in England and in Commonwealth countries around the world. It is being produced in England by Jack LeVien.

LeVien also has announced that actress Merle Oberon has been added to the cast of the documentary about the wartime Prime Minister's hobby. Many of his paintings will be shown in their current settings, including Windsor Castle, the homes of Field Marshal Viscount Montgomery and General Eisenhower, and on the yacht of the Aristotle Onassis, noted Greek shipowner.

Miss Oberon will appear in the film to explain how her interest in painting was first aroused by Sir Winston and how he served as her first tutor. Viscount Montgomery and others also will appear in the film and discuss Churchill: the leader, the man, the painter and his works.

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NBC NEWS ELECTION YEAR '64

September 18, 1964

'CAMPAIGN AND THE CANDIDATES'
- - -
NBC News Special Program Focuses on Key Races for Congress

Key Senatorial and House races, especially those having a direct connection with the Presidential election, will be covered in an NBC News special program Tuesday, Sept. 22 on the NBC-TV Network (10-11 p.m. EDT).

Filmed reports will show highlights of campaign activity in seven senatorial races. At least one of the major party candidates in all but one of these contests is closely identified with a contender for the Presidency. In New York, however, Senator Kenneth B. Keating is running for reelection apart from the Republican national ticket.

The states and the Republican and Democratic Senatorial candidates are:

New York -- Keating (R) and Robert F. Kennedy (D).

Massachusetts -- Howard Whittemore Jr. (R) and Senator Edward M. Kennedy (D).

Ohio -- Representative Robert Taft Jr. (R) and Senator Stephen Young (D).

Florida -- Claude R. Kirk (R) and Senator Spessard L. Holland (D).

Oklahoma -- Charles B. (Bud) Wilkinson (R) and Fred R. Harris (D).

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Texas -- George Bush (R) and Senator Ralph W. Yarborough (D).

California -- George Murphy (R) and Senator Pierre Salinger (D).

Several Congressional races also will be examined.

The program will be the third in the "Campaign and the Candidates" series of eight pre-election specials, produced by Chet Hagan. NBC News correspondent Frank McGee is anchor man of the series.

NBC-TV PROGRAM HIGHLIGHT SEPT. 22

CAMPAIGN AND THE CANDIDATES -- NBC News special program examines seven senatorial races and a few House contests which have a direct connection with the Presidential election. Frank McGee is anchor man.

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NBC-New York, 9/18/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 18, 1964

DATES ANNOUNCED FOR HUNTLEY AND BRINKLEY LONDON VISITS FOR NBC NEWS' BRITISH ELECTION COVERAGE

David Brinkley will spend the week of Sept. 28 in London to participate in NBC News' thorough coverage of the British elections, which will take place Thursday, Oct. 15. His daily reports on pre-election developments will be included in "Huntley-Brinkley Report" telecasts in the U. S.

During the week of the British elections in October, Chet Huntley will be in London, where, on election night he will cover the returns for live telecast in the U. S. via the Relay satellite.

While in London, Huntley will also provide daily segments for the "Huntley-Brinkley Report" before and after the balloting.

Donald Meaney, Director, News Programs, NBC News, is in charge of the British election coverage.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

NBC COLOR TELEVISION NEWS

September 18, 1964

8 TOP WINNERS OF 'SAY WHEN' TO VIE IN 'WEEK OF CHAMPIONS' TOURNAMENT

For the first time in the three-and-a-half-year history of "Say When," eight top winners will have the opportunity to return to "Say When" during the "Week of Champions" tournament on NBC-TV's "Say When" colorcasts the week of Sept. 28-Oct. 2 (Monday through Friday, 12-12:30 p.m. EDT).

Art James is host of the audience-participation program.

Three other NBC-TV programs are joining "Say When" in participating in the "Week of Champions." They are: "Merv Griffin's Word for Word" colorcasts 10:30-10:55 a.m.; "Concentration" telecasts, 11-11:30 a.m., and "Jeopardy" colorcasts 11:30-12 noon, all times EDT.

The "Say When" winners returning to compete for the title of "champion of champions" are: Mrs. Maggie Brockman, of East Harwich, Mass.; Mrs. Pat Negrini, of Clifton, N. J.; Mr. Jean Boullianne, of Danbury, Conn.; Edward Allinson, of Abington, Pa.; Mrs. Jo Ann Krasnolutsky, of North Bergen, N. J.; Mrs. Patricia Sherwood, of Eugene, Ore.; and Kathy Frey (formerly of Memphis, Tenn.) of Bronxville, N. Y.

The name of the remaining champion will be announced shortly.

To play "Say When," two contestants compete against each other by selecting items from the "Say When" board. The winner of a round is determined by the one who picks enough of the prizes having a total retail value closest to, without exceeding, the previously announced

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dollar limit. The winner of two rounds is declared the champion and continues to compete until dethroned. The winner of any round keeps the prizes selected in the winning round.

For the "Week of Champions" competition, the above rules will be slightly altered. The elimination tournament will begin with the eight champions paired off to play one "sudden death" round worth $2,000 each. This will leave four remaining champions for the semi-finals, who will be paired off to vie for one $3,000 round each.

These two surviving champions will compete in the finals, consisting of the best in three out of five rounds, beginning with a goal of a $1,000 round and increasing $1,000 per round, to determine the "champion of champions." (The fifth round, if played, would be for $5,000.)

As is customary, the winner of any round during the tournament will keep the prizes selected in connection with their victorious frame.

"Say When," a Goodson-Todman program, is produced by S. Robert Rowe and directed by Don Bohl. Originating from the NBC Studios in New York, "Say When" premiered Jan. 2, 1961.

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NBC-New York, 9/18/64

NBC-TV NETWORK PROGRAM

CONTESTANTS NAMED FOR "WEEK OF CHAMPIONS"
ON "MERV GRIFFIN'S WORD FOR WORD"

The contestants who will compete for prizes on "Merv Griffin's Word for Word" (NBC colorcasts, Monday through Friday, 10:30 a.m. EDT) during the "Week of Champions," Sept. 28-Oct. 2 have been selected.

They are: Mrs. Joanne Bartoli, 492 McLean Avenue, Yonkers, N.Y.; Mrs. Irene Wright, Route #5, Box 307B, High Point, N.C.; Mrs. Charlotte Maines, 20 Coolidge Avenue, West Caldwell, N. J.; Mrs. Lucy Dry, 1687 Hoe Avenue, the Bronx, N. Y.; Mrs. Barbara Kearney, 50 Abbott Road, Somerset, N. J.; Mrs. Edith Jonas, 127 Sperry Boulevard, New Hyde Park, N.Y.; Mr. Robin Motz, 5552 Netherland Avenue, Riverdale, N. Y., and Mrs. Jo Culver, 2944 Berry Avenue, Groves, Tex.

Merv Griffin is the host for the daytime game show which is based on the game of anagrams, with added features. Dr. Francis X. Connolly serves as the "word expert" for the program.

During the "Week of Champions," four of NBC-TV's daytime game shows will summon their most successful players from the past season to play against one another. The four shows are "Merv Griffin's Word for Word," "Concentration," "Say When" and "Jeopardy."

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NBC-New York, 9/18/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

September 21, 1964

HARRY C. FOLTS AND NICHOLAS GORDON JOIN EASTERN DIVISION OF NBC-TV SALES DEPARTMENT AS ACCOUNT EXECUTIVES

Two new account executives have been added to the Eastern Division of the NBC Television Network Sales Department, it was announced today by Max E. Buck, Vice President in charge of the Division.

They are Harry C. Folts, veteran sales executive, and Nicholas Gordon, who was promoted from his position as Director of Sales Development for NBC-TV.

Folts until recently was an account executive with ABC-TV Network Sales. He had joined ABC in 1954 as an ABC Radio account executive, moving to a similar capacity with ABC-TV in 1957. Previously he had been General Manager of WINS Radio in New York. He also had been sales manager of WLW in Cincinnati, and previously an account executive with WLW's New York office. Folts is married and has two children, and lives in Huntington, L. I., N. Y.

Gordon has been Director, Sales Development, NBC Television Network Sales, since 1960. Previously he was Manager, Sales Development, NBC-TV Network Sales. He joined NBC's Owned and Operated Stations Division as a rate and price analyst in the Controller's Department in 1953, and later became Manager of Rates and Program Evaluation, Owned Stations Division. Earlier he was Director of Research and Sales Planning for the Keystone Broadcasting System, and before that

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was senior radio-TV analyst for the William H. Weintraub Agency in New York. He also was a consultant for research and sales planning for the Liberty Broadcasting System and assistant to the production manager of Advertising Age in Chicago.

A graduate of the University of Chicago, Gordon is a resident of Riverdale, the Bronx, New York. He is married to the former Gladys Sack of Baltimore and they have three children.

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NBC-New York, 9/21/64

NBC

TOKYO 1964

NBC SPORTS, A DEPARTMENT OF NBC NEWS

NBC AND OLYMPIC EMBLEMS ARE JOINED IN A SINGLE INSIGNIA FOR NBC USE IN CONNECTION WITH SUMMER OLYMPICS COVERAGE

Two well-known symbols -- the interlocking initials of NBC and the interlaced circles representing the Olympic Games -- have been incorporated into an identifying emblem being used by NBC in connection with its two-week coverage of the 1964 Summer Olympics in Tokyo, starting Saturday, Oct. 10.

One of the uses, as seen at the top of this page, is for the NBC Press Department's Olympic release paper.

The shield-shaped insignia will be seen on film in the opening seconds of every Olympic telecast. Other emblem uses are as lapel pins and pocket patches being worn by NBC's Tokyo-bound personnel, for identification cards, baggage stickers, stationery and identification markers on cars and equipment being used by NBC people in Tokyo.

The interlaced circles forming the Olympic symbol also are used in the Olympic Flag, and appeared at Olympic competition for the first time at Antwerp in 1920. The rings originally represented the five major continents, namely Europe, Asia, Africa, Australia and America (both North and South). The modern concept is that the circles are linked together to denote the sporting friendship of the peoples of the earth, whatever their creed or color.

NBC's Olympic emblem was designed by John J. Graham, Creative Director in the NBC Advertising Department.

-----o----- NBC-New York, 9/21/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 21, 1964

'BRITISH ELECTION--THE BRITISH CAMPAIGN' IS NBC NEWS SPECIAL

As part of NBC News coverage of the British elections, a special program, "British Election -- The British Campaign," will be telecast Sunday, Oct. 11 (NBC-TV, 5-5:30 p.m. EDT).

The half-hour special will show the principal participants, including Sir Alex Douglas-Home and Harold Wilson, in phases of their campaign activity. Also included will be reports by NBC News' London correspondents, Joseph C. Harsch and Kenneth Bernstein, analyzing the progress of the campaign and assessing the prospects of each party for victory.

As previously announced, David Brinkley will be in London during the week of Sept. 28 to cover pre-election events and Chet Huntley will follow during election week to climax his coverage by reporting the election returns on the night of Oct. 15, via Relay satellite from London.

Donald Meaney, Director, News Programs, NBC News, is in charge of the British election coverage.

NBC-TV PROGRAM HIGHLIGHT OCT. 11

"BRITISH ELECTION -- THE BRITISH CAMPAIGN": NBC News half-hour special. Sir Alex Douglas-Home, Harold Wilson, and other participants will be seen campaigning. NBC News correspondents Joseph C. Harsch and Kenneth Bernstein will report.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N. Y. 10020

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

CREDITS FOR 'QUEBEC--OUI; OTTAWA--NON'

NBC News Special Colorcast Sunday, Sept. 27 (4:30-5:30 p.m. EDT)

Description: The growing demands by French Canadians in Quebec for a separate nation, independent of Canada, are treated in a special NBC News color TV program. Correspondents Elie Abel and Robert MacNeil are the reporters who describe the events leading up to the present atmosphere of hostility between French and British Canadians. The possibility of rebellion exists in Canada and the program attempts to explain why.

Narrated by	Elie Abel and Robert MacNeil.
Produced and directed by	Stuart Schulberg.
Cinematography by	Fred Montague.
Sound by	John Langenegger.
Edited by	Robert Mole.
Unit Manager:	Douglas Sinsel.
NBC Press representative:	Jerry Beigel (New York).

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NBC-New York, 9/21/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS
September 22, 1964

NBC FILMS' "SCIENCE IN ACTION" SERIES TO BE CO-SPONSORED
IN PACIFIC AREA BY THE WELLS FARGO BANK AND
PACIFIC GAS AND ELECTRIC COMPANY

"Science in Action" -- NBC Films' weekly educational half-hour covering such diverse topics as "Sense of Smell" and "Space Photography" -- will be co-sponsored in the Pacific area by the Wells Fargo Bank and Pacific Gas and Electric Company. The series will be carried by: KTVU-TV, San Francisco-Bay Area; KHSL-TV, Chico-Redding; KVOR-TV, Sacramento-Stockton; KMJ-TV, Fresno; KIEM-TV, Eureka; and KSBW-TV, Salinas.

"Science in Action" is produced by the California Academy of Sciences in San Francisco, which has prepared a companion study guide to be distributed to all science teachers in the area where the series is telecast. In addition, a Pacific Gas and Electric representative will call on each high school principal to inform him of the advent of the show to the community and explain the study guide and its value as a supplement to science courses. The study guide provides questions and answers for testing, discussion subjects, and vocabulary lists.

Dr. Earl Herald, superintendent-curator of Steinhart Aquarium, part of the California Academy of Sciences, moderates the program which is now in its 15th year. Each program features a guest scientist who is an authority in the field of that half hour's subject.

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Robert R. Gros, Vice President of Pacific Gas and Electric, said, "'Science in Action' is one of the pioneers in educational television, it represents an excellent vehicle for PG&E's community service program."

Wells Fargo and PG&E are two of the oldest corporate names in the West; both were founded in 1852. The California Academy of Sciences was founded in 1853 and is the oldest of all American science academies.

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NBC-New York, 9/22/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 22, 1964

'THE BATTLE OF THE BULGE'

NBC News to Telecast Full-Hour Special on 20th Anniversary of Crucial Battle--Generals and GIs Will Recall Experiences at Scenes of Conflict

The "most significant, the most costly, the most necessary battle" ever fought by American soldiers in any war will be the subject of an NBC News full-hour special program, "The Battle of the Bulge," Tuesday, Dec. 15 on the NBC-TV Network (10-11 p.m. EST).

The program will be presented exactly 20 years after the start of the battle on the 85-mile Ardennes Front in Belgium. The German attack was launched before dawn Dec. 16, 1944. Because of the time difference, it was then late evening on Dec. 15 in the United States.

The story of this epic battle, which was won at a cost of 77,000 American casualties, will be told through first-person narratives of American soldiers, from generals to raw recruits, who fought in this bloody combat, and through the first-person accounts of others, including the general who led the German spearhead. It will be re-created through historic film of the fighting, through original film shot in the towns and on the battlefields as they are today, virtually unchanged over the years, and through the dramatic use of still photographs by American and German cameramen. Specially prepared maps and animation will make clear the complexity of the battle as it continually evolved.

(more)

"The Battle of the Bulge" is being produced, written and directed by Frank DeFelitta, who produced for NBC News such distinguished programs as "Emergency Ward" and "An Experiment in Excellence," as well as "The Stately Ghosts of England," which will be telecast later this season. Joseph A. Mehan is associate producer.

The soldiers narrating the critical events in the battle or describing the personal heroism they witnessed will include Gen. Omar N. Bradley, whom General Eisenhower chose to direct the southern half of the Allied defense in the battle; Gen. Anthony C. McAuliffe, commander of the U. S. forces at Bastogne, who issued the famous "Nuts" answer to the German surrender ultimatum; Baron Hasso Von Manteufel, general in command of the Fifth Panzer Army; Brig. Gen. Bruce Clarke, whose Seventh Armored Division held off the northern pincer of Manteufel's crushing offensive at the vital road junction of St. Vith for three important days; Gen. Ernie Harmon, famed commander of the Second Armored Division, who commanded the American forces in the largest tank battle of the Western war; Sgt. Jim Revell, who remembers two days of enormous casualties on the Elsenborn Ridge; and Sgt. Kenneth Ahrens, who feigned death and escaped when 86 captured American soldiers were massacred at Malmedy.

Generals McAuliffe, Clarke and Harmon and Sergeants Revell and Ahrens will be flown by NBC to the scenes of their experiences in the battle, where they will describe the events of those terrible days. Baron Manteufel will be filmed at his command post across the Our River from the American lines.

Many other American soldiers, including two Congressional Medal of Honor winners -- Pfc. Frank Curry and Pfc. Geno Merli --

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will take part in the program. NBC News' cameras have filmed 20th anniversary reunions of battle veterans from the 84th Infantry Division, 101st Airborne Division, 28th Infantry Division, Second Armored Division and Seventh Armored Division, and the reminiscenses of these soldiers add colorful and significant details to the story.

Several Belgian civilians also will recount their involvement in the battle, from their personal points of view.

Tapes of actual NBC Radio broadcasts during the battle by NBC News correspondents Morgan Beatty, Merrill Mueller, Richard Harkness and others will be used in describing the action and conveying America's hopes and fears as it progressed.

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NBC-New York, 9/22/64

NBC COLOR TELEVISION NEWS

September 22, 1964

SIX SERIES' REGULARS ON SEASON'S PREMIERE
COLORCAST OF "THAT WAS THE WEEK THAT WAS"

Six of the regular members of the "stock company" of "That Was the Week That Was" will appear on the show's season premiere Tuesday, Sept. 29 (NBC colorcast, 9:30 p.m. NYT). They are "TW3 Girl" Nancy Ames, Phyllis Newman, Pat Englund, David Frost, Bob Dishy and Buck Henry. Alan Alda, originally scheduled to be a guest on the premiere show will not appear until a later date.

A LOOK AT 'MR. NOVAK'

"Mr. Novak" and his relation to real-life teaching are examined in an illustrated article in the current (Oct. 6) issue of Look Magazine. The article points out the participation, in an advisory capacity, of the National Education Association -- organization of over 800,000 teachers and administrators. Several pages of pictures taken from episodes of the NBC-TV Tuesday night (7:30-8:30 p.m. EST) dramatic series, accompany the text.

James Franciscus stars in the title role of the series.

NBC-New York, 9/22/64

NBC FEATURE

September 21, 1964

ABOUT THE NBC "TEACHER'S GUIDE"

(NOTE TO EDITORS: The current issue of NBC Teacher's Guide is enclosed in this mailing.)

- - -

"The children were able to visualize people and places and things met vicariously on the lighted screen. Vocabularies grew by leaps and bounds and the child grew in awareness and knowledge right before my eyes," wrote Mrs. Frances Raivio, a teacher in the school district of Bristol Township, Pa., to NBC recently.

Mrs. Raivio's comments were directed to Mrs. Gloria Kirshner, editor of the NBC Teacher's Guide, and are typical of the enthusiastic responses of educators around the country to the combination of television and teacher's guides, which has become a year-round, full-time and meaningful project at NBC. This is the third year that the network will provide these teacher's guides.

The exceptionally fine reaction to NBC's "Exploring" and "NBC Children's Theatre" is attributed in large measure to the guides, which were prepared for use by teachers in connection with these shows, according to Edward Stanley, NBC Director of Public Affairs.

This year the NBC Teacher's Guide has been requested for every elementary teacher in the cities of San Diego, Houston, Portland (Ore.), Seattle and Atlanta. More than a quarter-million requests for the first "Exploring" guide have already been filled.

Originally, study guides were considered "flyers" or advertisements for programs. But under the guidance of Stanley, today's study guide has an "instant information" quality which, when

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combined with the television program's subject matter, brings a freshness and immediacy that no textbook can supply.

The response to the NBC Teacher's Guides has been most impressive, according to Stanley. One out of every four teachers in the nation's elementary schools and every high school in the country was reached by the NBC Teacher's Guides during the past year. Further statistics give added importance to the role of the NBC guides. In their first year, they had an 86 per cent "in-use" role in the classroom, according to a survey conducted by an independent research company in six different cities and 6,000 classrooms.

Stanley and Mrs. Kirshner would like to say that they expected such a tremendous response to the study guides, but they admit frankly that they were "overwhelmed." "We never anticipated a success so complete as this," said Stanley, "we had been advised by direct mail experts to expect a 5 per cent return on our initial mailing of 70,000. Within a few weeks we had passed the 20 per cent mark and were confounding the experts and ourselves with a quarter of a million requests. There doesn't seem to be any saturation point in the learning process."

The three NBC programs which will be covered in these teacher's guides are "Exploring," "Profiles in Courage," based on the book by President John F. Kennedy (premiering Nov. 8), and "NBC Children's Theatre." They combine education and entertainment for the 5 through 11-year age group. The NBC Teacher's Guide to "Profiles in Courage" will be sent to every high school in the country.

In designing the study guides for the teacher's use, according to Stanley, "we have tried to help the program on which the

(more)

guide is based live up to its greatest social usefulness, through the study guides. There are a great many youngsters who don't have books in the home, but they do have television and, through the combination of program subject matter and study guide, the child is able to use his television set as a tool of learning.

"It is no longer unusual for children to be assigned to watch a television program as part of their homework, as television continues to become an accepted part of school work and part of a whole new approach to teaching," says Stanley, "and we are delighted that the NBC Teacher's Guides have constituted a significant and meaningful advance both in the world of education and of television. We have broken at least one trail down which both the public school system and the television network can travel together and together work toward the achievement of a great goal."

Mrs. Kirshner, who produces and edits the NBC Teacher's Guides, is herself a professional teacher who received her Master's degree at Teacher's college, Columbia University. Bibliographies are prepared with the cooperation of the American Library Association.

Teachers and administrators who wish to receive the NBC Teacher's Guide should address their requests, with grade level and number of guides specified, to:

NBC Teacher's Guide
Room 788 J
NBC
30 Rockefeller Plaza
New York, N. Y. 10020

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NBC-New York, 9/21/64

THE NBC TEACHER'S GUIDE TO

EXPLORING

A weekly television series for children ages 5 to 11. Saturdays, in color, on NBC.

Migration (Oct. 17)

Paddle-to-the-Sea

Language Arts, Social Studies

What do the Great Lakes make you think of?

AIM: To enjoy a story about a migration. To appreciate the diversity of climate, topography and resources in the Northeastern United States. To practice map skills.

SYNOPSIS: "In the Nipigon country north of the Great Lakes a young boy carved the figure of an Indian in a canoe, christened him Paddle-to-the-Sea, and set him in a melting snowbank which the spring sun was turning into a crumbling mountain stream.

"Then Paddle began a journey that took him hundreds of miles from his birthplace. He escaped the jams of a hungry sawmill and went on to see many things on his long trip through the Great Lakes and down the Saint Lawrence River—wild animals fleeing a forest fire, the wreck of a steamer caught in an icy winter storm on Lake Superior, loading and unloading at busy docks, the peaceful farms bordering the Saint Lawrence. He took a dizzy plunge over Niagara Falls and managed by a miracle to survive the whirlpools. He was buffeted by many winds and currents and was helped on his way by human hands, until, at last, he reached the Atlantic and earned the right to be called a true Paddle-to-the-Sea."

SUGGESTED ACTIVITIES: Map the journey of Paddle-to-the-Sea! Why are the Great Lakes "like bowls on a hillside?" How does Lake Superior's outline make a wolf's head? Where did ancient Indians mine copper in the middle of the lake? How many states could you fit into this great lake? Where did Paddle leave Canada and enter the United States? Which cities on either side of the U. S. and Canadian border are twins? How does Lake Michigan look like a squash with leaves attached to it? (What kind of country surrounds it?) Lake Huron like a trapper with a pack of furs? Lake Erie like a lump of coal? (Where are the coal mines and the steel mills?) Lake Ontario like a carrot? What are "rivers in the sea"?

Panel of Advisors: DR. LAWRENCE DERTHICK, *Asst. Exec. Sec., NEA, former U. S. Commissioner of Education* / DR. MINA REES, *Dean of Graduate Studies, University of New York; member of the Conference Board of the Mathematical Sciences* / DR. JOHN RACKLEY, *Vice President for Instruction, Pennsylvania State University, immediate past President, American Association of Colleges for Teacher Education* / GILBERT SELDES, *former Dean, Annenberg School of Communications, University of Pennsylvania* / DR. W. LINWOOD CHASE, *former Dean, School of Education, Boston University and past President, National Council For The Social Studies* / DR. LAWRENCE A. CREMIN, *Frederick Barnard Professor of Education, Chairman of Dept. of Social and Philosophical Foundations, Teachers College, Columbia University* / MRS. AUGUSTA BAKER, *Chairman of the Children's Books and Broadcasting Committee, American Library Association; Coordinator of Children's Services, New York City Public Library System.*

To The Teacher: The material in this guide has been developed to cover a wide age range. Individual teachers may wish to adapt these suggestions to the needs of their class. (Please share your guide with a neighbor who may not have one. Check local listings for program time and channel.)

PEACE AND HARMONY

Words by
GLADYS SHELLEY

Music by
RAY ELLIS

D

If the stars can cling on high side by

D G

side there in the sky in PEACE AND HAR - MO -

G. D D

NY, why can't we?_____ If the birds can nest with

D

ease and be shel - tered by the trees in

G D

PEACE AND HAR - MO - NY, why can't we?_____ And to

A7 Em7 A7 D

light the way the Lord has made the sun. May it

A7 Em7 A7 D

shine up - on the day love a - lone will guide each one. If the

D G

o - cean greets the sand with a friend - ly wave of hand in

A7 D

PEACE AND HAR - MO - NY, why can't we_____

A7 D

live in PEACE AND HAR - MO - NY?_____

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Man Explores the Air (Oct. 24) Language Arts, Social Studies, Science

AIM: To trace man's conquest of the air. To discover the principles of flight, and to compare the flight of man's machines with the flight of living creatures. To identify the contributions of people all over the world, all through the ages, to the Wright brothers' victory in the 20th century.

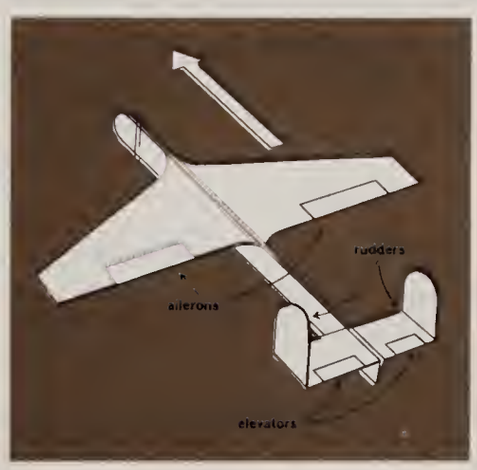
SUGGESTED ACTIVITIES BEFORE VIEWING: Prepare a time-line that traces the efforts of living creatures to conquer the air. Insects were the first true masters of flight, and dragonflies 150 million years ago looked just like the dragonflies of 1964! Nearly half of the birds we have today also lived more than 45 million years ago—including ostrich-like birds, hawks, gulls, and owls. (Of the 8600 kinds of birds, at least half migrate in some fashion.) Man has inhabited the earth for only about a quarter of a million years, but it was only about 70 or 80 thousand years ago that the first stone age man shot his arrow into the air! The ancient Egyptians were the first to use the air to help sail their ships. It was the end of the sixteenth century, however, before great sailing vessels could sail from England and cross the ocean in three months.

The air age did not truly begin until the 16th century, when Leonardo da Vinci began his studies of the flights of birds. It was 1783 before man first flew. This was the year in which the Montgolfier brothers reached a height of 10,000 feet in a hydrogen balloon that enabled them to cover 27 miles in 2 hours. The first airplane in history was made by Sir George Cayley, an Englishman, who in 1852 or '53 successfully glided across a valley. In 1895 Otto Lilienthal, after studying the gliding and soaring of birds, made a biplane with a wing area of 200 square feet which could reach heights greater than that from which he started. The first man ever to leave level ground in a powered heavier-than-air craft was a Frenchman, Clement Ader. In 1890 he hopped 164 feet at a height of two feet from the ground. On December 17, 1903 the Wright brothers made the first true powered flight in a machine that travelled 852 feet over the ground, and for the first time in the history of the planet a living creature conquered the air without depending upon nature. The Wright brothers' achievement was a result of the searching curiosity and contributions of endless numbers of minds, beginning with the ancient Chinese kings who flew strange kites, and continuing through the Greeks, who sought the secret of steam, the Germans who studied the pressure of the atmosphere, the French who invented the internal combustion engine, Italians, Englishmen, Americans and Russians, all seeking the secret of flight. List the many contributions made by men of each nationality to man's final conquest of the air. Do you believe the Wright brothers could have succeeded if all the others had not tried before them?

Elevators in position for climbing.

Rudders in position for steering left.

Ailerons and rudders set for left turn.



Glider in straight and level flight.

SYNOPSIS: We watch the story of "Darius Green and His Flying Machine," discover how air produces the exciting music of the bagpipes, explore the properties of the ocean of air in which man lives, with the Ritts puppets, and see films of some of man's earliest efforts to fly.

SUGGESTED ACTIVITIES AFTER VIEWING: To discover how a plane that is heavier than air can be supported by the air, hold the end of a strip of paper with your thumb and forefinger. Blow on the under surface of the paper. In which direction does it move? Blow across the top of the paper. Does it still move up? Moving air exerts less force on a surface than air that is not moving. The pressure on top of the paper has been decreased because the air was moving. A partial vacuum has been created, but the pressure underneath the paper has remained the same. The paper moved to the area of least pressure. Why are airplane wings designed with a curved surface to produce this same effect?

Construct an oaktag airplane. As you fly your plane, observe how the movement of the wing through the air develops a force which can lift the airplane and hold it up. The lift of the plane is due to the increased pressure of air on the lower surface of the wing, and the decreased pressure of air on the top of the wing. The positions of the elevator, rudder and ailerons determine the direction of the plane. When the elevators are turned up the plane goes up. Why? When air strikes rudders that have been turned to the left the tail of the plane moves to the right. What direction does the plane take? When the left aileron is up and the right aileron is down the left wing of the plane is lowered and the right wing raised. What happens to the direction of the plane? What can you do to improve the flight of your plane?

What are America, England, France and Russia now doing to improve the flight of their present planes to reach speeds of 2,000 to 4,000 miles per hour? How many miles per hour can sound travel through the air? How much faster than sound will these supersonic planes be?

Adding New Dimensions To Teaching:

Through the Eye of the Camera—TV as a Teaching Tool

As Americans everywhere exulted over our recent and astonishing photographic views of the moon, we at NBC were particularly proud of the role played in our space program by Dr. Albert Hibbs, host of EXPLORING, and staff scientist at the Jet Propulsion Laboratory.

The cameras that enabled our space scientists to view the moon added vast new dimensions to our understanding. The children of the "electronic age," who are growing up able to explore vast new dimensions through television, have a base of experiences and observations never before available to any previous generations of children.

Every teacher understands the advantages of such enriched experiences in creating a readiness for learning. We earnestly hope that you will work with us to use this tremendous new teaching tool to help each child move one step closer towards the fulfillment of his own unique potential. Won't you share with us, and with your 260,000 colleagues (one out of every four elementary school teachers in the country!) who are participating in this great experiment, those class projects and imaginative ideas that may help all of us to help this generation of children who may some day visit the moon?

We have not always been able to answer all of your letters, but we do try, and, from the teacher who wrote to tell us about the 18 insect observatories that arrived in class one morning, to the mother of 12 who wrote "those Guides were helping my children a lot," we are delighted to hear from each of you, and hope that you will be delighted to find so many of your ideas and suggestions incorporated into this year's programs and Teacher's Guides. All good wishes for a successful teaching year!

Cordially,

Edward Stanley
Director of Public Affairs, NBC

Watch For These NBC Education and Entertainment Shows...

PROFILES IN COURAGE. Based on the book by John F. Kennedy. Premiere, Nov. 8th!

EDUCATIONAL PRESS ASSOCIATION OF AMERICA

The NBC Teacher's Guide is a member of The Educational Press Association of America. Guides are distributed to educators, on request, free of charge. Gloria Kirshner, Editor

NBC Teacher's Guide / Room 788J / 30 Rockefeller Plaza / New York, New York 10020

NBC

Oct. 17

SELECTED BY CHILDREN'S SERVICE DIVISION, AMERICAN LIBRARY ASSOCIATION:

LANGUAGE ARTS: *Paddle-to-the-Sea.* By Holling C. Holling. Houghton.
Roosevelt Grady. By Louisa R. Shotwell. World Pub.
Wheel on the Chimney. By Margaret Wise Brown and Tibor Gergely. Lippincott.

SCIENCE: *Animal Travellers.* By Marie Neurath. Sterling.
Animal Clocks and Compasses. By Margaret O. Hyde. Whittlesey (McGraw-Hill).
Strange Travelers. By Sigmund Lavine. Little, Brown.

SOCIAL STUDIES: *Americans Before Columbus.* By Elizabeth Chesley Baity. Viking.
They Saw America First; Our First Explorers and What They Saw. By Katherine and John Bakeless. Lippincott.
Passage to America; The Story of the Great Migrations. By Katherine B. Shippen. Harper.
We Came to America. An Anthology selected and edited by Frances Cavanah. Macrae Smith.

Oct. 24

LANGUAGE ARTS, SCIENCE, SOCIAL STUDIES:
Darius Green And His Flying Machine in *The Home Book of Verse for Young Folks.* Sel. and arr. by Burton Stevenson. Holt. (p. 439).
Let's Find Out About Heat, Weather, and Air. By Nina and Herman Schneider. William R. Scott.
Birds and Planes: How They Fly. By John Lewellen. Crowell.
The Wonderful World of the Air. By James Fisher. (Garden City Books) Doubleday.
Flight Today and Tomorrow. By Margaret Hyde. Revised Edition. Whittlesey House. (McGraw-Hill).
2000 Years of Space Travel. By Russell Freedman. Holiday House.
From Kite to Kitty Hawk. By Richard W. Bishop. Crowell.

YOU MAY ALSO WISH TO TRY:
(Materials are free unless otherwise noted.)
Look to the Sky (30 cents) (An aviation reading readiness book for primary grades with suggestions for teachers for group discussions), *Aviation Activities* (30 cents) (Aviation cutouts. Coloring and game book for primary children), *Aircraft Number 116* (50 cents) (The aircraft plant and its many kinds of workers), (Intermediate and upper grades), *Jets* (50 cents) (How jets are built, how they operate, and aircraft speed records), (Illustrated), (For intermediate and upper grades), *Teachers Kit of Aviation Materials* (Pictures, pamphlets, charts, maps), *Reports on Aviation Education Practices in the Field* (Teachers and administrators report on practical aviation education projects), *Aviation Units for Primary Grades* (Three units—"Getting Acquainted With Aviation," "Airport Workers," and "Aviation: Simple Overview"), *Aviation Units for Intermediate Grades* (Three units—"The Airport and Airport Safety Rules"; "Weather: Its Importance in Aviation"; and "Aviation: History, Parts of Simple Plane, Principles of Flight"). National Aviation Education Council, 1025 Connecticut Ave., N.W., Washington, D.C.

Bibliography

READINGS IN BRITANNICA JR. ENCYCLOPAEDIA: SUGGESTED BY ENCYCLOPAEDIA BRITANNICA, INC. *Look in the Ready Reference Index—Vol. 1 to find the many references on each topic.*

Oct. 17

LANGUAGE ARTS: *Great Lakes,* St. Lawrence River, Grand Banks.

SCIENCE: *Migration;* Mammals, Distribution of; Caribou, Lemming.

SOCIAL STUDIES: *Man,* Indians, North America, Balboa, DeSoto, Pizzarro, Canadian History, *Colonial Beginnings, Immigration,* North America.
Gypsy.

Film pictures of "Migration of Birds — The Canada Goose" by Encyclopaedia Britannica Films.

Oct. 24

LANGUAGE ARTS, SCIENCE, SOCIAL STUDIES:
Aviation, Bagpipe, Musical Instruments.
Air, Airplane, Airship, Balloon, Bat, Bird, Gas, Gliders, Helicopters, Invention, Squirrel.

Film pictures from "Animals at Night" and "Animals: Ways They Move" by Encyclopaedia Britannica Films.

JACK TRACY
ROOM 320

NBC NEWS

2-X-H

BROADCASTING'S LARGEST NEWS ORGANIZATION

NBC NEWS SPECIAL PROGRAM TO EXAMINE WARREN COMMISSION REPORT ON ASSASSINATION OF PRESIDENT KENNEDY

"The Warren Commission Report," a full-hour special which will examine the findings of the commission's report on the assassination of President Kennedy, and a review of research by NBC News, will be presented Sunday, Sept. 27 on NBC-TV (6:30-7:30 p.m. EDT).

Frank McGee will be anchor man of this NBC News program, in which NBC News correspondents Tom Pettit and Robert MacNeil will participate. The program, described as a "visualization" of the official report to be released this week, will include filmed interviews with eyewitnesses to the assassination, police officials who were on the scene at the time, and key personalities associated with the case.

Al Wasserman will produce the TV special. The executive producer is Irving Gitlin. The sponsor is the Gulf Oil Corporation, represented by Young & Rubicam.

(The TV special will preempt "Hawk's Landing" 7-7:30 p.m. EDT.)

A radio version of "The Warren Commission Report" will be broadcast Sunday, Sept. 27 (9:05-9:30 p.m. EDT) as an NBC News special on "Monitor 64."

NBC-TV PROGRAM HIGHLIGHT SEPT. 27

"THE WARREN COMMISSION REPORT" -- Full-hour special reviewing the commission's findings on the assassination of President Kennedy. NBC News correspondents Frank McGee, Tom Pettit, Robert MacNeil.

* * *

NBC RADIO PROGRAM HIGHLIGHT SEPT. 27

"THE WARREN COMMISSION REPORT" -- Radio version of the NBC News review of the Warren commission's report on the assassination of President Kennedy, on "Monitor 64."

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

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NBC-New York, 9/23/64

NBC COLOR TELEVISION NEWS

September 23, 1964

MUSICAL NUMBERS ANNOUNCED FOR NOTED GUESTS ON SEASON'S FIRST "BELL TELEPHONE HOUR"

Musical numbers have been selected for the season's opening "Bell Telephone Hour" colorcast of Tuesday, Oct. 6 (NBC-TV, 10 to 11 p.m. NYT), starring Bing Crosby, Burl Ives, the McGuire Sisters and Grant Johannesen.

Balladeer Burl Ives will sing "Old Blue," "Leather Winged Bat," "Go Tell Aunt Rhody," "Little White Duck," "I Found My Best Friend in the Dog Pound," "Little Bitty Tear" and "A Funny Way of Laughing."

Concert pianist Grant Johannesen, accompanied by the Bell Orchestra under direction of Donald Voorhees, will be heard in the final movement of Grieg's "Piano Concerto in A Minor."

The McGuire Sisters will offer "I Love You," "Alabama Jubilee" and "One Fine Day." Bing Crosby will sing a group of standards that he describes as "songs that everybody knows."

The "Bell Telephone Hour" starts its 25th season on the air with this broadcast, which will originate in NBC's Burbank studios. The remainder of the series will originate in New York on alternate Tuesdays.

NBC-TV PROGRAM HIGHLIGHT OCT. 6

"BELL TELEPHONE HOUR" -- Guest stars are Bing Crosby, Burl Ives, the McGuire Sisters and Grant Johannesen. (Color.)

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC

TOKYO 1964

NBC SPORTS, A DEPARTMENT OF NBC NEWS

CREDITS FOR 'OLYMPIC PREVIEW'

NBC-TV Color Special Monday, Sept. 28 (10-11 p.m. EDT)

Summary:

A one-hour color special on Olympics and Olympians past and present, to herald NBC-TV's two-week coverage of the 1964 Summer Olympic Games in Tokyo starting Saturday, Oct. 10. Highlights include:

Historical segment with motion picture film of 1900 Games in Paris, film and still pictures reviewing origin of Ancient Olympic Games in Greece and modern-era revival, films of former Olympic champions Paavo Nurmi, Johnny Weissmuller, Buster Crabbe, Babe Didrikson and Jesse Owens;

Japan's preparations for staging Olympics;

Report from Olympic Village by John Rich, NBC News correspondent in Tokyo;

1960 decathlon champion Rafer Johnson reflecting on what it's like to compete in Olympics;

Film clips of outstanding athletes due to compete at Tokyo.

(more)

Commentators:	Jim Simpson, Bud Palmer, Bill Henry and former Olympic champions Rafer Johnson and Murray Rose.
Producer:	Jim Kitchell.
Director:	Ray Lockhart.
Associate Producer:	Dick Auerbach.
Writers:	Roy Silver, Dennis Dalton and Tom Tomizawa.
Location associate director:	Robert Hopkins.
Film editor:	Al Helias.
Set designer:	Don Shirley.
Original music composed and conducted by:	Jacques Belasco.
Origination:	Live and film from Burbank, Calif.
Sponsors (and agencies):	P. Lorillard Company (Lennen & Newell Inc.), Joseph Schlitz Brewing Company (Leo Burnett Company Inc.), Texaco Inc. (Benton & Bowles Inc.), Autolite Division of Ford Motor Company (Batten, Barton, Durstine & Osborn Inc.).
NBC Press representative:	Bob Goldwater, New York.

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NBC-New York, 9/23/64

NBC-TV NETWORK PROGRAM

SIX JACK BENNY CONCERT APPEARANCES TO AID CAUSE OF MUSICIANS AND GOOD MUSIC

Jack Benny's premiere on NBC-TV's "Jack Benny Program" Friday, Sept. 25 (9:30-10 p.m. NYT) will be followed by the first of six symphony concert appearances scheduled for this Fall. All are designed to benefit the cause of musicians and good music.

Benny will pass the $3,500,000 mark in funds raised for local symphonies when he performs Sept. 28 in his hometown of Waukegan, Ill.

The Waukegan concert will aid the Lake County Music center. It will be the first time that Jack Benny has played the violin professionally in Waukegan since he was a youngster there.

On Oct. 10, Benny will be the guest soloist with the California Junior Symphony Orchestra in Santa Monica.

Four more concerts are scheduled for November. On Nov. 5 he will appear with the Seattle Symphony, Nov. 8 with the Portland (Ore.) Symphony, Nov. 11 with the Oakland (Calif.) Symphony and Nov. 14 with the Utah Symphony in Salt Lake City.

He will film "The Jack Benny Program" for NBC-TV during this schedule.

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NBC-New York, 9/23/64

PATRICIA BARRY (OF '90 BRISTOL COURT')

ON 10-DAY PERSONAL APPEARANCE TOUR

Patricia Barry, starring in the "Harris Against the World" portion of NBC-TV's "90 Bristol Court," will reign as "Celebrity-of-the-Year" at the Harvest Bowl Festival in Roanoke, Va. this weekend, Sept. 25 and 26, as a part of a 10-day personal appearance tour covering six cities.

Miss Barry will also be honored as the grand marshal of the Festival Parade prior to the Harvest Bowl Game between Virginia Tech and Wake Forest Saturday afternoon. Between halves she will crown the Queen of the Festival" and will climax her visit as the honored guest at the Festival Ball Saturday night.

Miss Barry's trip, arranged and coordinated by the NBC-TV promotion department, will also take her to New York City; Boston; Wheeling, W. Va.; Norfolk, Va., and Washington, D.C. She will appear on local television shows and participate in press conferences on behalf of "90 Bristol Court."

Miss Barry plays the wife of Alan Harris (portrayed by Jack Klugman) in "Harris Against the World," one of the comedy portions of "90 Bristol Court," Mondays (7:30-9 p.m. EDT).

On Miss Barry's return to California she will make guest appearances on various television programs, including NBC-TV's "Let's Make a Deal" and "Frandsen's Features," the latter on KNBC Los Angeles.

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NBC-New York, 9/23/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

September 24, 1964

TIMEX WATCHES TO SPONSOR "ALLAN SHERMAN'S FUNNY LAND,'
NBC-TV FULL-HOUR "SNEAK PREVIEW SPECIAL" IN COLOR

Allan Sherman, television's triple threat -- performer, producer, writer -- will utilize all of these talents in the second full-hour "sneak preview special" on the NBC-TV Network for the 1964-65 season, it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs.

This special, "Allan Sherman's Funny Land," will be colorcast in mid-January and will be fully sponsored by Timex Watches through Warwick & Legler Inc.

"Allan Sherman's offbeat and whimsical sense of humor zoomed him into the public's eye with his first recording," Mr. Friendly said. "But his reputation as a writer and producer was well established in the business for many years before this recent success. Alan once threatened to write a book titled, 'How I Became an Overnight Success in 18 years'."

Sherman has the ability of doing many things with professional perfection. His four hit record albums sold in excess of 2,000,000 copies. In 1951, he helped dream up the still-running TV show, "I've Got a Secret," and served as its producer for six years. Some of the TV shows for which he has written and produced include: "Broadway Open House," "The Steve Allen Show," and specials for Victor Borge and Phil Silvers.

(more)

As a performer, the "O-shaped" comedian who sings in a voice that sounds like "a strangling mynah bird," has hosted and guested on the "Tonight" show and appeared on "That Was the Week That Was," "The Lively Ones," "The Best on Record" special, and with Perry Como, all on NBC-TV.

"Allan Sherman's Funny Land" is envisioned as a possible half-hour series for the 1965-66 season.

"We expect Allan Sherman's unusual approach to humor will result in a refreshingly new surprise-type TV format," Mr. Friendly added.

This season's first "sneak preview special," starring Steve Lawrence, will be presented in color Friday, Nov. 27, 10-11 p.m. NYT.

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NBC-New York, 9/24/64

September 24, 1964

GILLETTE AND CHRYSLER WILL CO-SPONSOR NBC-TV AND RADIO COVERAGE OF WORLD SERIES

The nation's number one sports attraction -- the World Series -- will be covered by the NBC Television Network for the 18th straight year when baseball's Fall classic begins Wednesday, Oct. 7. The NBC Radio Network also will carry the entire Series.

All games will be televised in color for the sixth year in a row.

NBC's television and radio coverage will be co-sponsored by the Gillette Safety Razor Company (through Maxon Inc.) and Chrysler Corporation (through Young & Rubicam Inc.).

The 61st World Series opens in the home park of the National League pennant-winner, shifts after two games to the park of the American League champion, and returns to the N.L. park if games six and seven are required to decide the best-four-of-seven competition.

If the Philadelphia Phillies and New York Yankees, the current leaders, maintain their first-place positions, the Series schedule would be as follows:

Games 1 and 2 -- at Connie Mack Stadium, Philadelphia, on Wednesday and Thursday, Oct. 7 and 8.

Games 3, 4 and (if necessary) 5 -- at Yankee Stadium, New York, on Friday, Saturday and Sunday, Oct. 9, 10 and 11.

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Games 6 and 7 (if necessary) -- at Connie Mack Stadium on Monday and Tuesday, Oct. 12 and 13.

There would be no open dates for travel in a Philadelphia-New York Series.

All Series games will start at 1 p.m. local time, and NBC's TV and radio coverage will begin 15 minutes before game time -- at 12:45 p.m. EDT in both Philadelphia and New York. Should any of the other contenders (except for Baltimore) overtake the leaders, playing dates after games one and two and starting times in any other city would differ from those listed above.

Perry Smith will be executive producer of NBC-TV's World Series coverage, with Lou Kusserow as producer and Harry Coyle as director. The radio broadcasts will be directed by Ken MacGregor. Commentators will be announced after the pennant races are decided.

NBC has covered the World Series on television every year since 1947, and on radio every year since 1957.

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NBC-New York, 9/24/64

NBC
TOKYO 1964
NBC SPORTS, A DEPARTMENT OF NBC NEWS

September 24, 1964

LIVE SATELLITE RELAY OF OPENING OLYMPIC CEREMONIES TO MEXICO IS ONE OF THE MANY TV COVERAGE ITEMS ON NBC INTERNATIONAL'S AGENDA IN RUSHING PROGRAMS ON TOKYO GAMES TO FOREIGN LANDS

NBC International, in conjunction with NBC News, will bring the opening ceremonies of the 1964 Tokyo Summer Olympic Games live to Mexico via the medium of the Syncom III satellite, it was announced today by Joseph M. Klein, President, NBC International. The broadcast will be received from the satellite by WOAI-TV, NBC's affiliate station in San Antonio, Tex., and sent by microwave relay to all Mexico through Telesistema in Mexico City.

As previously announced, NBC International is exclusive agent for distribution of the Olympic Games TV coverage in Latin America, Africa and the Caribbean. Many countries (in terms of local time) will be viewing the Games within hours of their taking place because of the International Date Line and NBC International's fast servicing of the tapes. A typical example is the first day's games on Oct. 11: The tapes will be received in Seattle at 2:30 p.m. (Pacific Time) where they will be processed and sent on to Mexico City by jet plane to arrive on time for the 11 p.m. broadcast.

Mr. Klein, who leaves for Tokyo Oct. 6, will meet each day in that city with a committee of experts from each area NBC International is

(more)

servicing to select the sports popular there to be dubbed into the appropriate language. Every area will receive a daily package of sports indigenous to its interests, according to Mr. Klein.

Olympic sports which would interest Americans would not necessarily be of special interest to a Kenyan or a Brazilian. Soccer is an example. In many parts of the world, soccer is as popular a spectator sport as baseball is in the United States. "In Brazil, soccer draws 100,000-plus audiences, as a matter of course," Mr. Klein said. Mexico is particularly interested in equestrian sports which is evidenced by their consistently excellent equestrian teams. Volleyball, the newest Olympic sport, was represented in the 1959 Pan American Games mostly by teams from South America. The Marathon, a classic 26 mile cross country run, will be of special interest to Ethiopia because it was won at the 1960 Olympics by Abebe Bakila, an Ethiopian, who not only won it but ran barefoot. Jamaica's Wendell Mottley is highly favored in the area of track and field sports which should generate more than usual interest in that country.

This will be the first time, according to Mr. Klein, the Olympic Games have been brought to Latin America, Africa and the Caribbean with such dispatch and in such quantity, and it is the first time an effort has been made to tailor the coverage to each area's individual interests. Mr. Klein relates that the only things that will be the same in each package are the opening and closing ceremonies.

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NBC-New York, 9/24/64

"MR. WIZARD" PROBES "LIGHT UNDERNEATH" IN SEASON'S PREMIERE

A look at some of the unexpected things that happen to light as it passed through water and an explanation of why the changes occur will be the subject for the first "Watch Mr. Wizard" telecast of the 1964-65 season Sunday, Oct. 4 on NBC-TV (12:30-1 p.m. EDT).

Don Herbert, star of the award-winning science series for children, will be assisted by 13-year-old Rita McLaughlin on the season's first program. Rita alternates with Alan Howard, also 13, on the weekly series.

In the opening program, titled "Light Underwater," Mr. Wizard (Herbert) will use such ordinary items as a soot-covered putty knife, a penny and a knitting needle in a bowl of water to demonstrate total internal reflection. He will also illustrate "fiber optics" -- the use of needle-thin plastic fibers bunched together in a flexible rod to carry light and even images around corners.

"Watch Mr. Wizard," which will observe its 14th anniversary on NBC-TV next March, earlier this year won its third Edison Foundation Award as "The Best Science Television Program for Youth." This is the 18th national honor received by the program in its long history.

"Watch Mr. Wizard" is a Public Affairs presentation of NBC News. Herbert is also the program's producer. Dr. Morris H. Shamos, chairman of the physics department of New York University's Washington Square College, is the scientific adviser.

NBC-TV PROGRAM HIGHLIGHT OCT. 4

WATCH MR. WIZARD -- Don Herbert, as Mr. Wizard, investigates "Light Underwater" in the opening telecast of the 1964-65 season. Herbert will be assisted by 13-year-old Rita McLaughlin.

-----o----- NBC-New York, 9/24/64

CREDITS FOR 'WATCH MR. WIZARD' ON NBC-TV

Time:	NBC-TV Network, Sundays from 12:30 to 1 p.m. EDT. 1964-65 series starts Oct. 4.
Creator, Producer and Star:	Don Herbert as "Mr. Wizard."
On-the-air assistants:	Rita McLaughlin and Alan Howard, both 13.
Director:	Frank Pacelli.
Format:	A science program for young people, illustrating the magic and mystery of science in everyday living through simplified demonstrations which explain basic scientific principles.
Original starting date:	March 3, 1951.
Point of origination:	NBC-TV studios in New York.
Science adviser:	Dr. Morris H. Shamos, Physics Department Chairman, New York University's Washington Square College.
NBC Press representative:	Stan Appenzeller, New York.

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NBC-New York, 9/24/64

JACK BENNY PRESS INTERVIEW IN NEW YORK CARRIED ON CLOSED CIRCUIT TO NBC TELEVISION AFFILIATES

Jack Benny, star of NBC-TV's "The Jack Benny Program," scheduled Friday nights (9:30-10 p.m. NYT) during the 1964-65 season, starred in a closed circuit telecast from New York City Wednesday, Sept. 23. The closed circuit to NBC affiliates was attended by a group of representatives from magazines and newspapers across the country.

Among participants in the question-and-answer session with the 70-year-old comedy star were: Bill Irvin, Chicago American; Jerri Atkin, Gary (Ind.) Post Tribune; Dick Shippey, Akron Beacon-Journal; George Collins, Baltimore Afro-American; Vince Leonard, Pittsburgh Press; Tom Donnelly, Washington Daily News; Eleanor Roberts, Boston Traveler; Bill Roeder, Newsweek Magazine; Charles Sinclair, Sponsor Magazine; Bill Yaryan, Radio-TV Daily, New York; David Berlyn, Broadcasting Magazine; Maurine Christopher, Advertising Age; Ruby Saunders, Parents' Magazine, and Bob Bradford, Life Magazine.

Benny was queried about his hopes for the coming season, his youthful appearance, his plans for the future, the influence of TV in politics, and the absence of topical humor from his shows.

The comedian said he felt his show would be well received, that "there is room for all of us," and that he preserves his youthful demeanor by dieting, playing golf and working hard. He added, "I think retiring makes you an old man. I feel better now than when I was

(more)

ACTUALLY 39 years old. He said he plans never to retire, merely to cut down a little as the years pass, but always to do something in show business.

The star of the NBC-TV comedy show had kind words for sponsors past and present, several nostalgic anecdotes about the late Gracie Allen and gratitude for the reception TV fans have accorded him in his 13 seasons on the air.

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NBC-New York, 9/24/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 24, 1964

LEE OSWALD'S BIZARRE PLAN TO HIJACK PLANE FOR FLIGHT TO CUBA IS REVEALED FOR FIRST TIME IN NBC NEWS INTERVIEW WITH WIFE ON "WARREN COMMISSION REPORT"

A bizarre plan by Lee Oswald to hijack a plane to take him to Cuba will be revealed for the first time when an interview with Oswald's wife, Marina, conducted Sept. 10 in New Orleans by NBC News reporters, is telecast by NBC on "The Warren Commission Report" Sunday, Sept. 27 (6:30-7:30 p.m. EDT).

Oswald's abortive plan to enter Cuba by this devious plot occurred in July, 1963, approximately four months before the assassination of President Kennedy. Later, after the plan to seize a plane for Cuba was abandoned, Oswald did go to Mexico City and sought Russian and Cuban visas, which he did not succeed in obtaining.

The transcript of the interview with Marina Oswald relevant to this incident follows:

NBC NEWS REPORTER: This story about his wanting to grab, to steal an airplane and go to Cuba. Now, will you tell me about that in your own words.

MRS. OSWALD: I know Lee, he don't tell me his plan about Cuba, because, I don't know why, first time he wanted to try to, not to steal, seize airplane and go to Cuba, and first time he went just himself and I told him Lee, you can't do this. Anyway I didn't

(more)

MRS. OSWALD: (CON'T) want he do this, but I told him just don't do this because he can't. He is not so strong man to do this hisself and he told me okay, you help me, and I said how? And he explain me how, he want to fly in airplane with him and how this... and I told him that I just scared to death to hold his gun and it be very funny story, very funny picture for everybody, a pregnant woman with one child and hold his gun. And I left and I don't take this serious, and he was so upset about this. Probably he know I don't help him, and after this he wants to try some legal way and this reason you know he want to go to Mexico and after Mexico he want to go in Cuba.

NBC NEWS REPORTER: Did you think he was serious about this plan to seize..

MRS. OSWALD: Yes, I think he was serious. He really was serious. He think he can do this hisself. After he ask me about help and I was laughing and I said this looks like joke. I don't know. That time I think there really something wrong with him. He is so sick. You know just this way.

NBC NEWS REPORTER: What did he plan to do?

MRS. OSWALD: He told me he go in Mexico City and he want to visit to embassy, Cuban embassy and Russian embassy, and he want to he want to go first in Russian embassy and tell, you know it likes he

(more)

[illegible]

MRS. OSWALD: (CON'T)

[illegible]

MRS. OSWALD:

[illegible]

MRS. OSWALD:

[illegible]

(MORE)

MRS. OSWALD: (CON'T) want to go with his wife in Russia and it take long time and he don't have job now and he want to use this Russian embassy to help him go through Cuba you know, in Russia, but really he don't want to go in Russia, to Russia he just want, you know he just want to stay over there and it looks like he want to go in Russia, to Russia, excuse me.

NBC NEWS REPORTER: Marina, he meant to stay in Cuba, not to go on to Russia?

MRS. OSWALD: No, he meant to stay in Cuba.

NBC NEWS REPORTER: ...but I want to get what you said clear and that is, I'll ask you this question. Lee didn't mean really to go to Russia.

MRS. OSWALD: No, he just want to use Russian embassy to help him go in Russia to Cuba, but he want to stay in Cuba...

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NBC-New York, 9/24/64

CREDITS FOR '90 BRISTOL COURT' PREMIERE ON NBC-TV

Program title:	"90 Bristol Court"
Over-all episode title: (Premiere):	"Lost and Found"
Sequence titles:	"Karen" "Harris Against the World" "Tom, Dick and Mary"
Time:	NBC-TV Network, Mondays, 7:30 to 9 p.m. NYT.
Premiere date:	Monday, Oct. 5
Format:	A 90-minute series embracing three comedies which are linked together by a common theme and setting. Stories revolve around three families who live at a modern apartment court -- a swinging teenager and her persevering parents ("Karen"); a harassed family head, who doggedly battles the "system," and his wife and children ("Harris Against the World"); and a young intern and his wife and their star boarder ("Tom, Dick and Mary").
Cast ("Karen"):	Stars Richard Denning as Steve Scott, Debbie Watson as Karen Scott, and Mary LaRoche as Barbara Scott. Co-stars Gina Gillespie as Mimi Scott. Including (premiere program) Bobo Lewis as Florence, Lee Bergere as Arturo Magdelinni, Teddy Quinn as Peter, Anthony Hall as Angelo Falconi, Vito Scotti as Tony Morelli, Trudi Ames as Janis, Henry Hunter as Mr. Adams, Robert Millar as Mr. Bromley, Jeff Parker as an airport clerk and Morton Taylor as a driver.
Cast ("Harris Against the World"):	Stars Jack Klugman as Alan Harris and Patricia Barry as Kate Harris with David Macklin as Billy Harris and Claire Wilcox as Deedee. Guest co-star is Hope Holiday as Phyllis (on premiere program), which also includes George Ives as Ben Sherman, Madge Blake as Mrs. Donlon, and Gene Blakely as Pete.

(more)

Cast ("Tom, Dick and Mary"):	Stars Steve Franken as Dr. Dick Moran, Joyce Bulifant as Mary Gentry, and Don Galloway as Dr. Tom Gentry. Including (premiere episode) John Hoyt as Dr. Krevoy, J. Edward McKinley as Horace Moran, Woodrow Parfrey as Sears, and Linda Kennon as Wilma Cartwright.
Interlinking Character:	Guy Raymond co-starring as court handyman, Cliff Murdock.
Executive Producer:	Joe Connelly.
Producers:	Joe Connelly and Bob Mosher ("Karen") Devery Freeman ("Harris Against the World") Joel Kane ("Tom, Dick and Mary").
Writers (premiere):	Joe Connelly and Bob Mosher ("Karen") Danny Simon and Milt Rosen ("Harris") Richard Baer (Tom, Dick and Mary").
Directors (premiere):	David Alexander ("Karen") Sidney Lanfield ("Harris") Lawrence Dobkin ("Tom, Dick and Mary").
Production Executive:	Irving Paley.
Photography (premiere):	Lionel Linden ("Karen") Walter Strenge ("Harris") John L. Russell ("Tom, Dick and Mary").
Art Director (premiere):	Frank Arrigo.
Film Editors (premiere):	Robert Seiter ("Karen") Richard G. Wray ("Harris" and "Tom, Dick and Mary").
Music Scores:	Jack Marshall ("Karen") Lalo Schifrin ("Harris") Richard G. Wray ("Tom, Dick and Mary"). "Karen" theme sung by the Beach Boys.
Set Decorators (premiere):	John McCarthy, William L. Stevens, and Robert C. Bradfield.
Costumes (premiere):	Vincent Dee and Burton Miller.
Asst. Directors (premiere):	Edward K. Dodds, Frank Losee, and Ronnie Rondell.

(more)

3 - Credits for '90 Bristol Court'

Sound (premiere):	Bill Crain Jr., David H. Moriarty, and Lyle Cain.
Producing Company:	Universal City Studios (except "Karen," which is co-produced by Kayro-Vue Productions Inc.) in association with NBC-TV.
Sponsors:	Participating basis.
Origination:	Universal City Studios, Universal City, Calif.
NBC Press Representatives:	Neil Clemens (Burbank); Betty Lanigan (New York).

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NBC-New York, 9/24/64

JACK TRACY
ROOM 320

NBC TRADE NEWS

September 25, 1964

GENERAL MILLS AND SCHLITZ WILL CO-SPONSOR
'WORLD SERIES SPOTLIGHT' ON NBC-TV

"World Series Spotlight," a 15-minute program with NBC sportscaster Bob Wolff as host, will be presented on NBC-TV preceding all games of the 1964 World Series.

The shows (in black and white only) will begin 15 minutes before the start of each Series colorcast -- 30 minutes before game time. The first "Spotlight" program will be Wednesday, Oct. 7, at 12:30 p.m. EDT.

Co-sponsors will be General Mills Inc. (through Knox Reeves Advertising Inc.) and Joseph Schlitz Brewing Company (through Leo Burnett Company Inc.). General Mills has been a co-sponsor of the pre-game shows for the last five years.

"World Series Spotlight" will be taped each morning of a Series game in the city where that day's game is being played. Wolff, one of the commentators for NBC-TV's "Major League Baseball" telecasts, will have baseball personalities as guests to give their views on the game coming up and, after the opener, on the previous day's action.

Preceding the opening game, Wolff will present a scouting report on the teams. Filmed highlights of the game the day before will be shown after the first day.

The "Spotlight" programs will be produced by Dan Wise for Tel Ra Productions, with Conley Benfield as director.

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September 25, 1964

REPUBLICAN NATIONAL COMMITTEE PLACES ORDERS FOR TWO FULL-NETWORK HALF-HOURS ON NBC-TV DURING OCTOBER

The Republican National Committee has placed orders for two full-network half-hours on the NBC-TV Network during October, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The Republican Committee has purchased the 9:30-10 p.m. EDT time on Tuesday, Oct. 6 and 13.

The order was placed through Erwin Wasey, Ruthrauff & Ryan Inc.

"That Was the Week That Was" will not be broadcast on these dates.

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NBC TRADE NEWS

DEAN BEHREND AND PAUL KLEMPNER ARE PROMOTED IN NBC-TV SALES PLANNING

Promotion of Dean Behrend and Paul Klempner to head the Sales Proposals, Client Presentations and Sales Promotion activities of Sales Planning, NBC-TV Network, was announced today by Dean Shaffner, Director, Sales Planning, NBC-TV.

These areas were formerly under the direction of Ray Eichmann, who has resigned.

Mr. Behrend is Manager, Sales Proposals, NBC-TV Sales Planning Department. He joined NBC in November, 1961, as Administrator, Client Presentations, Sales Planning. Before that, from 1959 to 1961, he was Supervisor of Sales Development for WCBS-TV in New York City, and from 1957 to 1959 he was Sales Presentation writer for WPIX in New York. Earlier, he was with Dancer-Fitzgerald-Sample in New York as Senior Media Research Analyst and Time Buyer.

Mr. Behrend is a graduate of Washington and Jefferson College, Washington, Pa. He is married and has three children, and lives in Franklin Park, N. J.

Mr. Klempner is Manager, Client Presentations, NBC-TV Sales Planning Department. After serving as a Sales Presentation writer with ABC and as Director of Sales Development for Radio Station WQXR, he joined NBC Sales Planning in November, 1958. In July, 1960, he was appointed Administrator, Client Presentations, and in November, 1961, he was named Manager, Sales Promotion. He holds a B.A. degree from Cornell University and a Master's Degree in Business Administration from New York University.

Mr. Klempner lives in Woodmere, L.I., N.Y, with his wife and two children.

-----o----- NBC-New York, 9/25/64

NBC COLOR TELEVISION NEWS

"MUTUAL OF OMAHA'S WILD KINGDOM" WILL FEATURE FILMS OF EXPEDITIONS IN DISTANT LANDS DURING 1964-65 SEASON

Films of expeditions thatinclude trips to Australia, Africa, India, South America and the Arctic will be among the features to be presented on "Mutual of Omaha's Wild Kingdom" weekly color series on NBC-TV during the 1964-65 season starting Sunday, Oct. 18 (5-5:30 p.m. EDT).

Marlin Perkins, world-famous naturalist and now director of the St. Louis Zoological Gardens, again will be host of the series. As during the past two seasons, Perkins will be assisted by Jim Fowler, internationally recognized authority on predatory birds.

Some of the extensive on-location films to be presented on the series this season will deal with the strange marsupial animals of Australia, killer tigers in India, pre-historic Indian tribes of South America and the capture of a polar bear in the Arctic.

In about half of each program, Perkins and Fowler again will use their "home base" animal laboratory and TV studio at the St. Louis Zoo to elaborate on wildlife against the zoo background, where they will handle dangerous and docile animals of many kinds. The rest of each show will consist of Perkins' and Fowler's adventures on their far-flung expeditions.

"Mutual of Omaha's Wild Kingdom" is produced by Don Meier, and directed by Meier, Perkins, Fowler and others. It is packaged by Don Meier Productions Inc., Chicago, Ill.

The sponsor is Mutual of Omaha, and its advertising agency is Bozell & Jacobs Inc.

-----o----- NBC-New York, 9/25/64

NBC COLOR TELEVISION NEWS

CREDITS FOR "MUTUAL OF OMAHA'S WILD KINGDOM" ON NBC-TV

Time:	NBC-TV colorcasts Sundays (5-5:30 p.m. NYT).
Host:	Marlin Perkins.
Assistant:	Jim Fowler.
Format:	Natural history series showing how wild animals and primitive peoples come to grips with their environments in fights for survival.
Producer:	Don Meier.
Directors:	Don Meier, Marlin Perkins, Jim Fowler and others.
Packager:	Don Meier Productions Inc., Chicago, Ill.
Origination:	St. Louis Zoological Gardens (laboratory scenes) and on locations throughout the world, via color film.
Sponsor:	Mutual of Omaha.
Agency:	Bozell & Jacobs Inc.
NBC Press representative:	Al Cammann, New York; Doug Gordon, Burbank.

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NBC-New York, 9/25/64

PROGRAM CHANGE FOR '90 BRISTOL COURT' PREMIERE

The "Touch of Your Hand" episode of "Tom, Dick and Mary" on the Monday, Oct. 5 premiere of NBC-TV's 90-minute comedy show, "90 Bristol Court" (7:30-9 p.m. EDT), has been supplanted by another comedy storyline.

In the newly scheduled episode, Yvonne Craig is the guest co-star. To obtain privacy in his own apartment, Tom Gentry (Don Galloway) puts Dick Moran (Steve Franken) in a nearby vacant apartment. Mary Gentry (Joyce Bulifant) meanwhile, utilizes the vacant apartment as a hiding place for her friend, Louise Meeker (Miss Craig), who wants to escape from her jealous husband. Numerous complications result, involving the apartment superintendent (Guy Raymond), the jealous husband (William Smith) and a hospital patient, Harold Wexler (Henry Corden).

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NBC-New York, 9/25/64

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York, N. Y. 10020

JACK TRACY
ROOM 320

September 28, 1964

ROBERT W. SARNOFF TO OPEN $8,750,000
DRIVE OF UNITED GIVERS FUND

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will be the principal speaker at the launching of the 1964 United Givers Fund campaign Thursday, Oct. 1, in Washington, D. C.

The Kickoff Dinner, to be held in the International Inn, is expected to be attended by more than 800 volunteer workers in the Washington area in the drive to support the activities of 143 health, welfare and recreation agencies. The campaign enlists the services of 45,000 volunteer workers whose goal is the raising of $8,750,000 by Nov. 17. High government officials will also attend the dinner.

Mr. Sarnoff is National Fund Co-Chairman of the American Red Cross, which is the largest single participating agency in the drive. He has served on national committees of several agencies supported by the United Givers Fund.

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September 28, 1964

NBC INTERNATIONAL RECEIVING GREAT VOLUME OF OVERSEAS ORDERS FOR NBC NEWS' SPECIAL TV HOUR ON WARREN COMMISSION REPORT

NBC International is receiving orders in great volume from around the world for NBC News' special hour programs, "The Warren Commission Report," which was telecast on the NBC-TV Network Sunday, Sept. 27, it was announced today by Joseph M. Klein, President, NBC International.

As of Friday afternoon (Sept. 27) orders had been received from the British Broadcasting Corporation, Irish TV, Scottish TV, Swedish TV, Swiss TV, German TV, Australian TV, Japanese TV, Nigerian TV, Puerto Rican TV, Mexican TV, and Venezuelan TV.

The NBC International distribution of "The Warren Commission Report" is available to subscribers today (Sept. 28). The BBC has already cleared special time for it tonight. Many more orders are expected according to Mr. Klein.

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September 28, 1964

GEORGE E. WALKER IS PROMOTED TO HEAD SALES DEVELOPMENT
IN SALES PLANNING, NBC-TV NETWORK

George E. Walker has been promoted to head Sales Development in Sales Planning, NBC-TV Network, it was announced today by Dean Shaffner, Director, Sales Planning, NBC-TV.

Mr. Walker will assume the duties and responsibilities formerly held by Nicholas Gordon, who recently was named account executive in the Eastern Division of the NBC-TV Network Sales Department.

Mr. Walker has been Manager, Sales Development, since 1962. He joined NBC Sales Planning in December, 1957. He had previously been a Media Buyer with Dancer-Fitzgerald-Sample Inc., advertising agency. Mr. Walker is a graduate of Columbia College. He lives in Elmsford, N. Y., with his wife and two children.

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NBC COLOR TELEVISION NEWS

September 28, 1964

DATE SET FOR SEASON'S THIRD "DANNY THOMAS SPECIAL"

The third "Danny Thomas Special" has been scheduled for Thursday, Feb. 11, 8:30-9:30 p.m. NYT, in color, on NBC-TV. Guests will be announced at a later date.

The first "Danny Thomas Special" is scheduled for Friday, Nov. 13, 8:30-9:30 p.m. NYT, and the second color special will take place Thursday, Dec. 10, 8:30-9:30 p.m. NYT.

Sponsors for the "Danny Thomas Special" colorcasts are Timex Watches (through Warwick & Legler Inc.) and Consolidated Cigar Corp., makers of Muriel and Dutch Masters cigars (through Papert, Koenig, Lois, Inc., and Lennen & Newell).

JACK TRACY
ROOM 320

September 29, 1964

GENERAL MILLS TO SPONSOR REPEAT OF FULL-HOUR
COLOR SPECIAL, 'THE STORY OF CHRISTMAS'

"The Story of Christmas" with Tennessee Ernie Ford starring as singer-narrator, will be repeated in color on NBC-TV Monday, Dec. 21 (7:30-8:30 p.m. EST).

The one-hour special will be sponsored by General Mills Inc., through its agency, Needham, Louis & Brorby, Inc.

The special holiday show, featuring familiar sights and sounds of the holiday season, features the Roger Wagner Chorale, and has an 18-minute animated sequence, the story of the Nativity, by Eyvind Earle. The script is by Charles Tazewell, author of the children's classic "The Littlest Angel."

One of last season's most successful holiday telecasts (presented Dec. 22, 1963), "The Story of Christmas," is being presented at an early evening hour in response to requests from family audiences across the country.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

September 29, 1964

PULSE "MAN OF THE YEAR AWARD" FOR 1964 WON BY
NBC NEWS' CHET HUNTLEY AND DAVID BRINKLEY

NBC News correspondents Chet Huntley and David Brinkley, whose "Huntley-Brinkley Report" has won almost every major TV award, will be accorded new honors Oct. 21 when The Pulse Inc., major research organization, presents them with its 23rd annual "Man of the Year Award" for 1964.

Pulse and a consulting panel in the broadcasting industry make their annual selection on the basis of who they believe has made the most notable contribution to the advancement of the broadcast industry or its public usefulness, according to Dr. Sydney Roslow, President of Pulse.

Huntley and Brinkley, the first newsmen ever to receive the award, were chosen because of "the accumulative excellence of their reporting and analysis of national and world news over the past eight years on NBC culminating in their handling of the story of President Kennedy's assassination and their award-winning coverage of the Democratic and Republican national conventions."

The awards will be presented at a special luncheon at the Plaza Hotel in New York Oct. 21, which also will mark the 23rd anniversary of Pulse, a leader in the field of media, consumer and marketing research.

(more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

Previous "Man of the Year Award" winners include NBC President Robert E. Kintner, Pierre Salinger, George B. Storer, Donald McGannon, Dr. Allen B. Du Mont, Dr. Paul Lazarsfeld, Steve Allen, Bob Hope, Ed Sullivan, Arthur Godfrey and John W. Kluge.

Since becoming a team for the NBC-TV coverage of the 1956 political conventions, Huntley and Brinkley have been honored with more than 30 awards for their handling of the news, including the 1964 Emmy Award for the sixth consecutive year. Recent national rating reports show that the "Huntley-Brinkley Report" continues to dominate all network news programs, a position it has held almost continuously since the program expanded to a half-hour format last year.

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NBC-New York, 9/29/64

NBC NEWS ELECTION YEAR '64

September 29, 1964

ARRANGEMENTS ARE VIRTUALLY COMPLETE FOR TABULATION OF NOV. 3 ELECTION RESULTS, NETWORK ELECTION SERVICE ANNOUNCES

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Oct. 7 Is Deadline for Applications to Purchase Access to NES Tabulation Centers

Arrangements for tabulation of the Nov. 3 election results are virtually complete, Network Election Service said today.

Sites for tabulation centers in 50 states and the District of Columbia have been selected and organization of the 51 tabulation centers is under way, according to a spokesman for the cooperative arrangement among the three networks and two press associations. A mid-Manhattan hotel has been chosen for the national tabulation center, which will accumulate the national Presidential vote totals.

The press associations, Associated Press and United Press International, also are making plans for swift dissemination of totals in 547 Presidential, Senatorial, gubernatorial and Congressional races to their clients and members. Between them, AP and UPI serve virtually every daily newspaper, television station and radio station in the country.

The NES spokesman announced, however, that any news medium could participate in NES, either at the state or national level, upon payment of an appropriate share of the pool costs.

Any newspaper or broadcasting outlet that participates in NES at the state level will have the right to physical access to the NES

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tabulation center in that state. A news medium that joins NES at the national level will have the right to physical access to the national tabulation center and to all state tabulation centers.

In addition, the NES spokesman said, any such news medium will have the right to receive at each center to which it has acquired physical access a separate copy of all vote totals produced by the pool at that center.

An NES ban against broadcasting facilities in tabulation centers would apply to any station that purchased access to a tabulation center, however.

Oct. 7 in the deadline for applications to purchase access to NES tabulation centers, the NES spokesman said. The deadline is necessary to allow NES to firm up space requirements in the tabulation centers, he said.

Applications should be made to David Johnson, Business Manager, Network Election Service Room 814, Graybar Building, 420 Lexington Ave., New York City 10017. His telephone number is Area Code 212 - 6862823.

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NBC-New York, 9/29/64

NBC SPORTS, A DEPARTMENT OF NBC NEWS

September 29, 1964

CREDITS FOR NBC-TV'S TWO-WEEK COVERAGE OF 1964 SUMMER OLYMPIC GAMES IN TOKYO

Summary: Coverage of 1964 Summer Olympic Games in Tokyo starting Saturday, Oct. 10. NBC-TV will cover opening ceremonies live via new Syncom III satellite Oct. 10 (1 to 3 a.m. EDT), and will present exclusive taped telecasts of Olympic events each evening from Sunday, Oct. 11, through Sunday, Oct. 25. In almost all cases, NBC-TV's coverage will provide U. S. viewers with events on same day they take place. Edited tapes will be flown from Tokyo to Seattle, which will serve as transmission point for all Olympic telecasts except opening ceremonies.

Commentators: Jim Simpson, Bud Palmer, Bill Henry, Rafer Johnson and Murray Rose.

Producer: Jim Kitchell.

Director: Ray Lockhart.

Associate producer: Dick Auerbach.

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News editors:	Roy Silver, Dennis Dalton and Tom Tomizawa.
Associate director:	Robert Hopkins.
Unit managers:	Ed Faught and Joe Kay.
Research staff:	Dinah Schell, Les Dimond and Don Carmichael.
Technical supervisor:	Frank Gaskins.
Technical director:	O. Tamburri.
Opening and closing theme music by:	Jacques Belasco.

A production of NBC News, in cooperation witn Nippon Hoso Kyokai.

Sponsors (and agencies) of taped telecasts:	P. Lorillard Company (Lennen & Newell Inc.).
	Joseph Schlitz Brewing Company (Leo Burnett Company Inc.).
	Texaco Inc. (Benton & Bowles Inc.).
	Autolite Division of Ford Motor Company (Batten, Barton, Durstine & Osborn Inc.).
NBC Press Representative:	Bob Goldwater, New York.

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NBC-New York, 9/29/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

JACK TRACY
ROOM 320

2-X-H

September 30, 1964

MOST WIDESPREAD LIVE SPORTS COVERAGE IN HISTORY
OF TV--WITH ORIGINATIONS IN TWO HEMISPHERES--
WILL BE PRESENTED BY NBC SATURDAY, OCT. 10

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Opening Olympic Ceremonies, a World Series Game
and Texas-Oklahoma Grid Contest on Schedule

The most widespread live sports coverage in the history of television -- with originations in two hemispheres -- will be seen on NBC-TV Saturday, Oct. 10, in a schedule which will take viewers from the opening Tokyo ceremonies of the Games of the XVIII Olympiad to the U. S. ballpark where the day's World Series game will be played, and then to Dallas for the Texas-Oklahoma football game.

In addition, through NBC International, sports viewers in Mexico will be able to see the Olympics ceremonies live, as NBC's affiliated station WOAI-TV in San Antonio, Tex., routes the live broadcast received via Syncom III satellite to all Mexico through Telesistema in Mexico City.

The fact that each of the three major sports events will be seen live as they happen makes the NBC-TV sports schedule of Oct. 10 one of the most significant in the last 25 years to sports fans.

It was 25 years ago when NBC-TV presented the first telecast of a sports event -- the baseball game between Columbia and Princeton.

The Oct. 10 NBC-TV schedule (EDT) begins at 1 a.m. when, via the new Syncom III satellite, the opening ceremonies of the Games of

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the XVIII Olympiad are telecast direct from Tokyo. The telecast, which is expected to last until 3 a.m., will feature the entrance of Emperor Hirohito at the opening ceremonies, as well as the parade of athletes, the address by Avery Brundage (President of the International Olympic Committee), the raising of the Olympic Flag, the arrival of the Olympic Flame, and the athletes taking the Olympic oath.

NBC-TV has set up its own broadcast center at the site of the Olympics in Tokyo, at the broadcasting facilities of NHK, the Japanese Broadcasting Company. NBC personnel, from producers to TV tape editors and operators, are already on the scene in Tokyo for the network's coverage of the Olympics, commencing with the Oct. 10 opening ceremonies and including all 20 sports in two weeks of coverage.

NBC International has plans to distribute the Olympic Games TV coverage in Latin America, Africa and the Caribbean. Because of the International Date Line and an "extra-rush" set-up planned by NBC International, TV tapes of the Olympic events will be available (in terms of local time in many overseas areas) within hours of their taking place.

The second major attraction in the NBC-TV record-setting day of sports coverage will be the colorcast of the World Series game, scheduled to begin at 1 p.m. EDT. Barring unexpected developments, Yankee Stadium will be the scene of this World Series game. NBC-TV will have its color mobile unit, consisting of five color cameras and one black and white camera, along with a technical staff of approximately 20 men, at the baseball park.

At approximately 4:45, the network will switch its sports attention to Dallas and the traditional NCAA football game between

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Texas and Oklahoma. For the colorcast, NBC-TV will have about 25 technical men on the scene.

In addition to the three live sports attractions, other sports-related Oct. 10 NBC-TV programming -- some taped, some live -- will include pre-game and post-game World Series shows, a 30-minute sports program between the World Series game and the NCAA game, and pre-game and post-game football shows.

It is expected that NBC-TV will resume its regular programming at about 8 p.m. with "The Famous Adventures of Mr. Magoo," after the unprecedented scheduling of the largest and most far-reaching one-day sports programming.

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NBC-New York, 9/30/64

September 30, 1964

"NBC FOLLIES OF 1965" IS THE TITLE OF NBC TELEVISION NETWORK'S FIRST "SNEAK PREVIEW SPECIAL" OF THE SEASON, STARRING STEVE LAWRENCE, WITH GUESTS JULIET PROWSE, JILL ST. JOHN, ALLAN SHERMAN, NIPSEY RUSSELL

Bitter End Singers to Make TV Debut; Timex Sponsors Full-Hour Colorcast

"NBC Follies of 1965" is the title of the first "sneak preview special" of the 1964-65 season starring Steve Lawrence, with Juliet Prowse, Jill St. John, Allan Sherman and Nipsey Russell as guest stars.

Lawrence will headline a novel television concept for music, variety and comedy, which will be presented in color Friday, Nov. 27, 10-11 p.m. EST. The Bitter End Singers will make their TV debut on the full-hour special. "NBC Follies of 1965" is sponsored by Timex Watches through Warwick & Legler Inc., and will originate from the NBC Studios in New York.

After earning fame through his vocal versatility as a TV, nightclub and recording star, Lawrence added new laurels to his career by starring in the title role of the current Broadway hit, "What Makes Sammy Run?" His TV appearances included the memorable "General Motors 50th Anniversary Show," "The Steve Allen Show," "The Dinah Shore Show" and a Summer series with his wife, Eydie Gorme.

Miss Prowse has danced her enchanting way across the world. She began her career at the age of four in dancing class in her native

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Johannesburg, South Africa, and is kept constantly on the go performing for motion picture, nightclub and television audiences. Her TV credits include "Tonight," and Bob Hope and Perry Como specials.

Miss St. John, who has an I.Q. of 162, is vivid proof that beauty and brains can go together like love and marriage. The red-haired actress has shown her flair for comedy and drama with roles in such films as "Honeymoon Hotel," "Come Blow Your Horn," "The Roman Spring of Mrs. Stone," "Tender Is the Night," "Holiday for Lovers" and "The Remarkable Mr. Pennypacker."

Sherman is the "O-shaped" comedian who has written material for other top comedians, has been a successful TV producer and, though he sings like "a strangling mynah bird," has four hit record albums in his repertoire. The versatile Sherman will also star in the season's second "sneak preview special," entitled "Allan Sherman's Funny Land," in mid-January.

Russell, who began his career as a dancer at the age of six, has been in show business 33 years. After he discovered delivering fast lines was more rewarding than delivering fast steps, he was instrumental in making Harlem's Baby Grand one of New York's most famous clubs. He made 15 appearances on Jack Paar's NBC-TV "Tonight" show as well as filling guest engagements on other top TV programs.

The Bitter End Singers are a young folk-singing group of three males and three pretty girls. The trade paper Variety described them "as commercial a collection as has yet been put together."

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"NBC Follies of 1965" will be produced by George Schlatter, who is also helming the five "Danny Thomas Specials" on NBC-TV this season. The director is Sid Smith, with Dick Williams as choral director, James Starbuck as choreographer, and Joe Gershio as musical director. Coleman Jacoby and Arnie Rosen have been signed as writers with both Sherman and Russell also contributing material.

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NBC-New York, 9/30/64

September 30, 1964

MORTON SLAKOFF JOINS NBC FILMS AS DIRECTOR OF ADVERTISING AND SALES PROMOTION

Morton Slakoff has joined NBC Films as Director of Advertising and Sales Promotion, it was announced today by Morris Rittenberg, President, NBC Films.

Mr. Slakoff joins NBC from Allied Artists Television Corporation where he was Advertising and Promotion Manager in 1963 and 1964. From 1959 to 1962 he was Sales Promotion Manager of WNTA-TV, Channel 13, New York City, where his responsibilities included both award and sales presentations. He joined WNTA-TV from Philadelphia where he was Merchandise Manager for WFIL-AM-FM-TV, part of the Radio-Television Division of Triangle Publications, from 1957 to 1959.

Mr. Slakoff began his career in 1956 as a radio script writer for WSUI, Iowa City, and instructed in the field of radio and television at the University of Iowa. He was graduated from Pennsylvania State University and holds a Masters degree from the University of Iowa in the field of communications.

Married to the former Rhoda Schwartz, he is the father of two children and resides in Manhattan.

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NBC NEWS ELECTION YEAR '64

September 30, 1964

CANDIDATES IN MAJOR CONGRESSIONAL AND GUBERNATORIAL RACES,
AND LOCAL POLITICAL EXPERTS, WILL BE INTERVIEWED
BY SANDER VANOCUR IN NEW 'TODAY' SERIES

Interviews with the candidates in Congressional and gubernatorial races of national significance, and with local political experts for regional evaluations of the Presidential campaign, will be presented on NBC-TV's "Today" show starting Tuesday, Oct. 6 (7-9 a.m. EDT).

NBC News correspondent Sander Vanocur will conduct the interviews in the studios of NBC-TV affiliates in states where the local races are being held, or in the regions where the Presidential race is being evaluated. The candidates will be interviewed separately.

For the opening report in "Today's" special pre-election series Tuesday, Oct. 6 (during the program's 7:30-8 a.m. segment), Vanocur will be in Philadelphia to interview the candidates in Pennsylvania's Senatorial contest -- Senator Hugh Scott, Republican, and Genevieve Blatt, Democrat.

On Thursday, Oct. 15 (during the 8:30-9 a.m. segment) "Today" will focus on the Ohio Senatorial contest. In Cleveland, Vanocur will interview Senator Stephen M. Young, Democrat, and Representative Robert Taft Jr., his Republican opponent.

The candidates in the Illinois gubernatorial race will be interviewed in Chicago Thursday, Oct. 22 (during the 7:30-8 a.m. segment). They are Governor Otto Kerner, Democrat, and Charles Percy, Republican.

Additional reports in the series will be announced soon.

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